

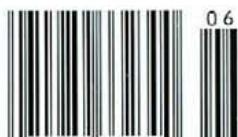
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SPY VS. SPY • ACADEMY AWARDS • COCOON II

No.  
287  
June  
1989

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# MAD

If most people said what's on their minds, they'd be speechless!

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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HAVE YOU  
TRIED TOFU?

## LETTERS AND TOMATOES DEPT.



### WRESTLEMANIACS

When I read "Recasting Famous Old Movies With Today's Famous Wrestlers" in MAD #285 I was infuriated! Being a wrestling fan for six years, I do not appreciate being called a "generic mutant who swallows anything." Much to the contrary, I am a "self-respecting, intelligent wrestling fan." I am a sophomore in high school who makes honor roll most of the time. I understand that wrestling is fake and that many wrestling fans are sewer rats. Nevertheless, I don't think that all fans should be stereotyped!

Jason Brown  
Nashua, NH

I'm appalled by your article on WWF wrestling. I am a straight A student in high school. I have scored well above average on almost every test I have ever taken. I am a wrestling fan! I think an apology is in order to wrestling fans everywhere for insulting their intelligence!

Michelle Lamonds  
New Bern, NC

Based on these two letters (and several others we received written in crayon), we stand behind our article 100%! — Ed.

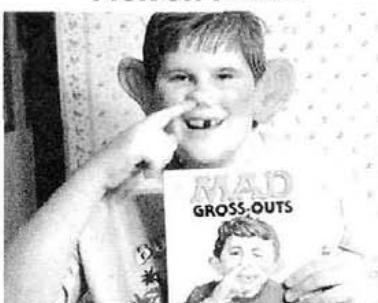
### NO BONES ABOUT IT

I am hoping you can explain MAD artist Al Jaffee's fixation with bones. Every time he draws barf there are bones in it. No one throws up bones! You would choke to death first!

Wendy Liday  
Ontario, CA

Wend-o, you are wrong. Al Jaffee does not have a fixation with bones, he has a fixation with barf! The multiple appearances of bones are just one of those funny little coincidences! — Ed.

### PICK OR TREAT!



As his photo shows, Tony Goussetis of St. Joseph, Michigan, chose to wear an Alfred E. Neuman costume this past Halloween. We think that's an awful funny place to look for candy, though!

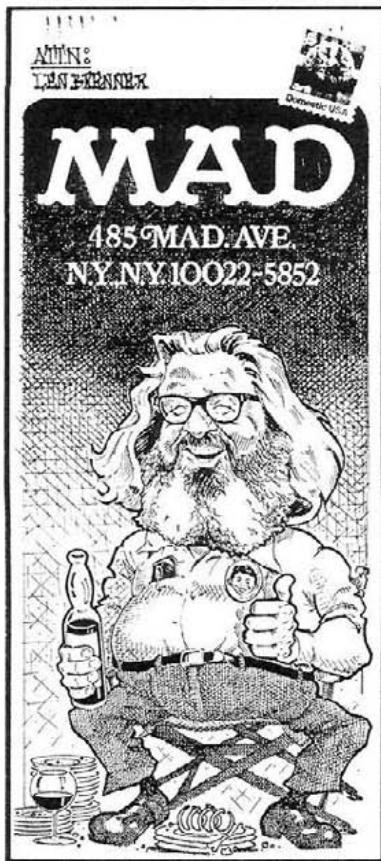
## ELMO FOUND A SCOUNDREL

Hey, I found the name "Bill Gaines" in your "Find-The-Hidden-Scoundrels Puzzle" (#285). Was this a deliberate attempt at a subliminal message or was it merely a Freudian slip?

Elmo Lum  
South Pasadena, CA

You got us, Elmo! You're a credit to the Lum family trait! By the way, many other sharp-eyed people wrote in to say they found you in the puzzle! It's the first four letters in the third line from the bottom! —Ed.

## ENVELOPE OF THE MONTH



Garrett W. Bender of Queens, NY, recently sent us a note in an envelope depicting a cheerful Bill Gaines enjoying wine and lots of food. Where did he get that idea?

## A TRUE FAN?

I'm probably the best MAD fan ever. I have over 200 back issues, a MAD watch, a MAD poster, the MAD Board Game, *The MAD World of Gaines* book, a MAD T-shirt and even an Alfred E. Neuman disguise kit. Do you think I'm the best MAD fan ever?

Alex Crothers  
Rising Sun, MD

Sorry. Big A! A real MAD fan would also have the MAD Heating Pad, the Spy Vs. Spy Mixing Bowl Set and the new Alfred E. Neuman Home Pregnancy Test! Thanks for writing! —Ed.



## GO BEST, YOUNG MAN

In MAD #279, Justin Meadows presented his choices for 1987's best. So now, here are my personal "Best of the Year Awards" for 1988:

- Best Movie Satire:* Predecessor (#276)
- Best TV Satire:* Redesigning Women (#279)
- Best Lighter Side Of...:* (#283)
- Best Spy Vs. Spy:* (#279)
- Best Cover:* Three Morons and a Baby (#280)
- Best Poem:* Schwarzenegger (#280)
- Best Fold-In:* Olympic Drug Tests (#282)
- Best Super Special:* MAD Bombs Again
- Best Paperback:* The MAD Cooler
- Best Overall Issue:* #280

There you have it and thank you for your support.

Adam Valentine  
Paris, TN

While we appreciate your selections, we don't understand your choice for "Best Overall Issue." We read MAD #280 from cover to cover and didn't find a single mention of overalls!

—Ed.

## MORON MAIL

**Special note:** In keeping with the spirit of President Bush's pledge for a "kinder, gentler nation," we're presenting this edition of Moron Mail without our usual snide and sarcastic put-downs! We are forcing ourselves to be kinder and gentler, too—even though it's killing us!!

As long as I can remember, my grandfather has been a coupon clipper. When I noticed "MAD's Clip 'N Save Money Saving Coupons" on the back cover of MAD #276, I immediately showed it to him. He cut out the "Hellmeans Mayonnaise" coupon and showed it to a supermarket cashier. Believe it or not, your coupon was accepted and my grandpa saved some money! Thank you for helping us make fools of the supermarket cashiers!

Amy R. B.  
Queens, NY

What a sweet, kindly old man your grandpa is! —Ed.

It must take a lot of creativity to write for MAD. Good work, guys, especially Al Jaffee and Duck Edwing. Please put this letter under "Moron Mail" because I wrote it in Family and Consumer Education class in school.

Chris Kressner  
Appleton, WI

Wonderful, just wonderful! You've touched our hearts! —Ed.

Day after day, Glad garbage bag ads continue to put down your magazine with their slogan "Don't get Mad, get Glad!" I just wrote to inform you that being a loyal person, I still use MAD to wrap my garbage in!

Greg Liberman  
Brantford, Ontario

What a lovely thought! God bless you for writing! —Ed.

Please Address All Correspondence To:  
**MAD, Dept. 287, 485 MADison Avenue  
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope.

# Back To The Future

## A MAD LOOK AT THE 60's



WRITTEN BY NICK MEGLIN ILLUSTRATED BY GEORGE WOODBRIDGE

Relive the daze of almost thirtysomething years ago!

When Beatles sang...  
"Bugs" were driven  
And Flower Power wilted...

Or don't.

**ON SALE NOW!**



**THE FATS OF LIFE DEPT.**

So, you couldn't wait for the Writer's Strike to be over so you could see the new season's television shows. Well now, don't you feel like the prize idiot, expecting the new programs to be worth waiting for? However...among the bombs scattered around your TV dial, one show seems to stand out as a heavyweight hit. It's about a sarcastic woman who keeps zinging her family with one-liners and...aw, hell, you've waited long enough as it is! Here she is now...

# GRO

My father can beat up your father!

Beat up my father? Big deal! My mother can beat up my father!

They couldn't make this show more disagreeable or unpleasant if they tried!

Oh, yeah? Imagine how much more disgusting it would be if they showed Grossanne nude!!

Doctor, I think I need some help with my emotional problems!

I can put you into group therapy.

Great! How many are there in the group?

Just you! We go by weight!



# SSSANNE

Know what I want to be when I grow up?

The same as I want to be!

AN ORPHAN!

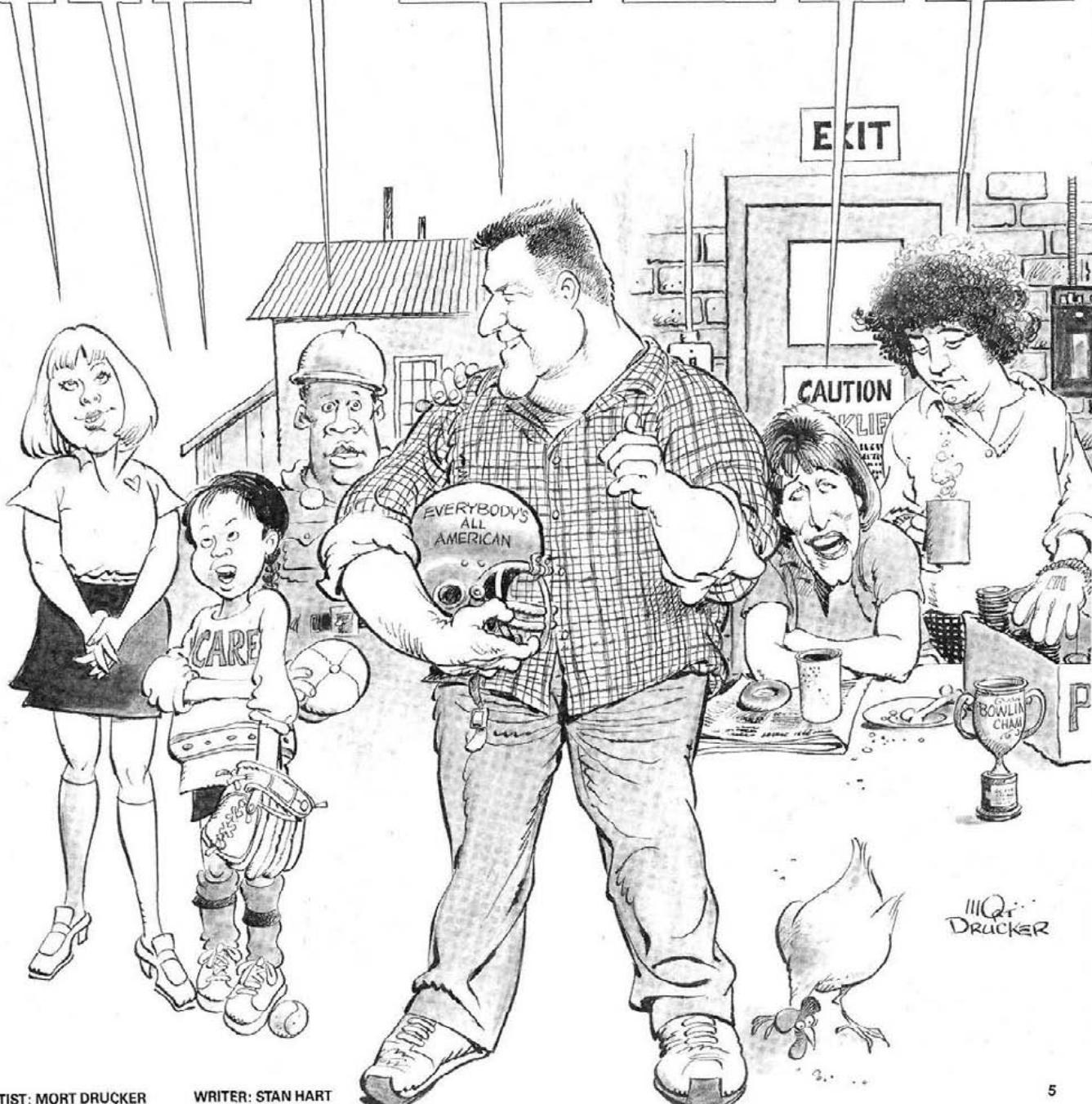
Sorry, Dunce, but company policy prohibits husbands and wives from working on the same construction jobs. Besides, what's your wife Grossanne qualified to be?

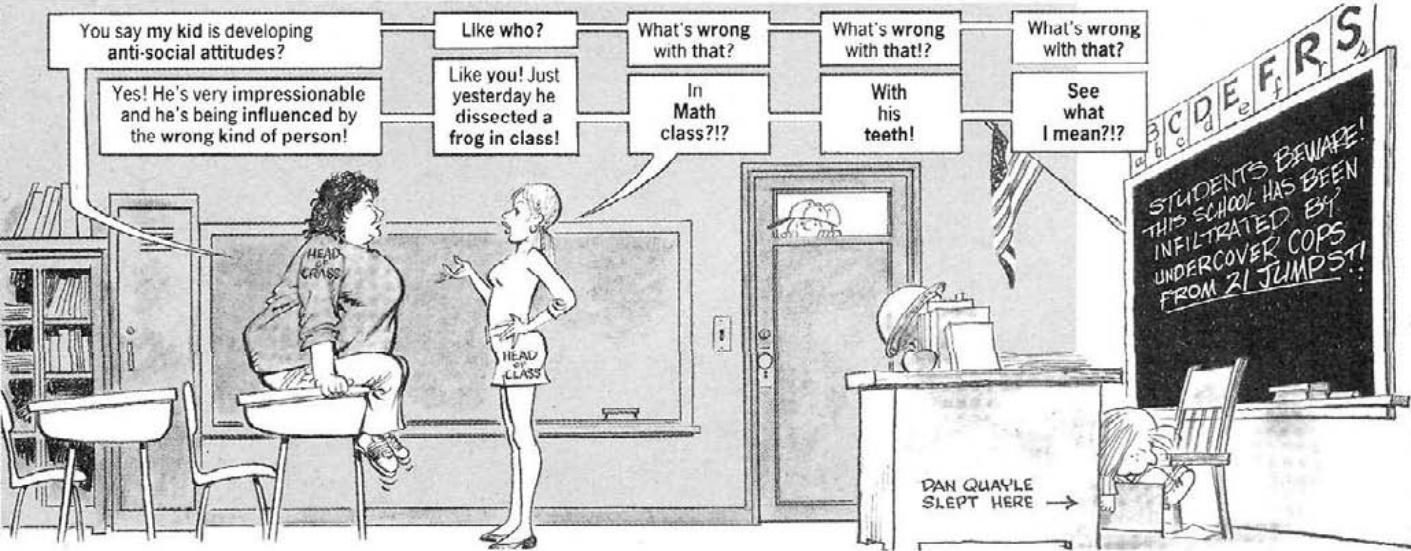
A DEMOLITION BALL!

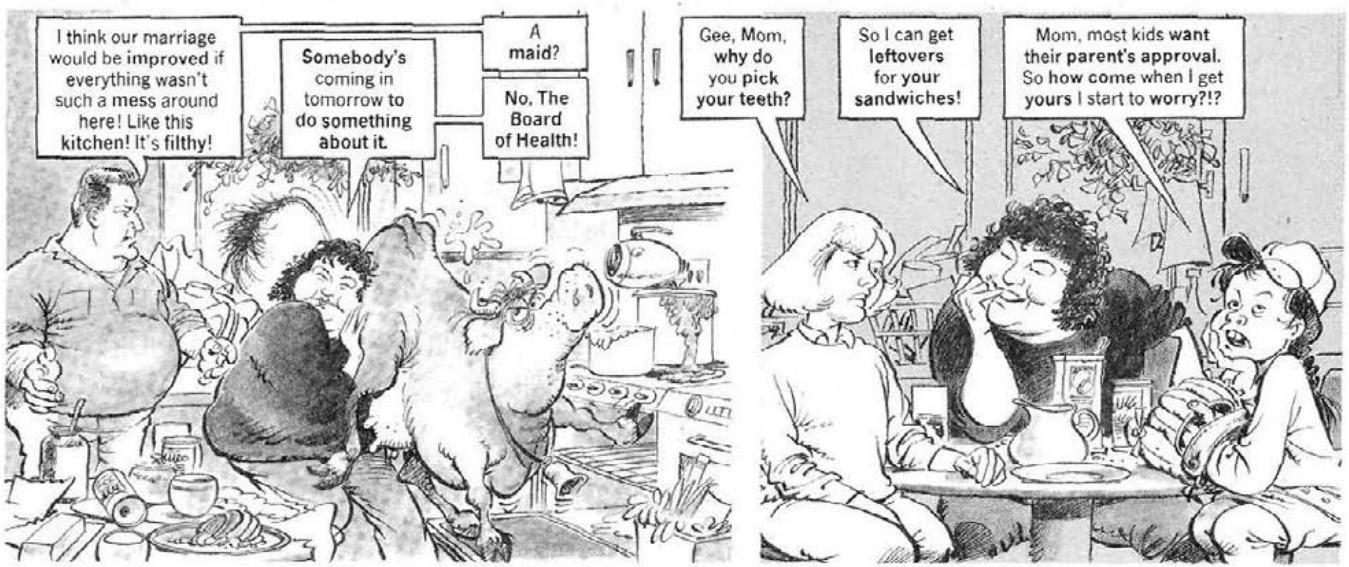
Grossanne really digs her husband and he really digs her! They each think the other is very appealing!

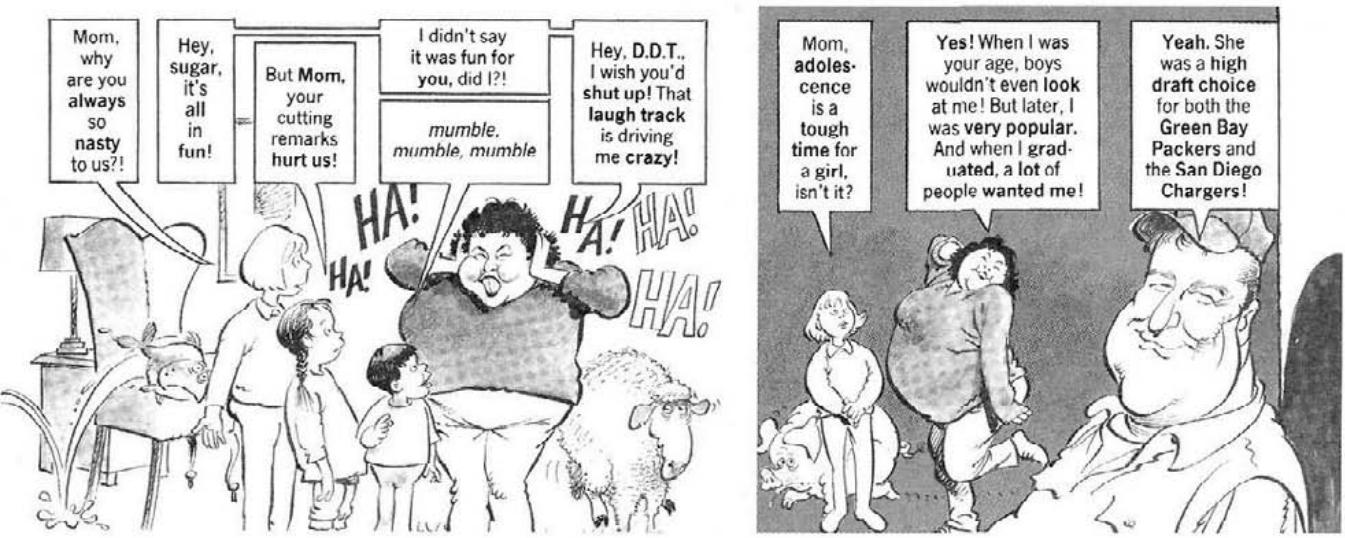
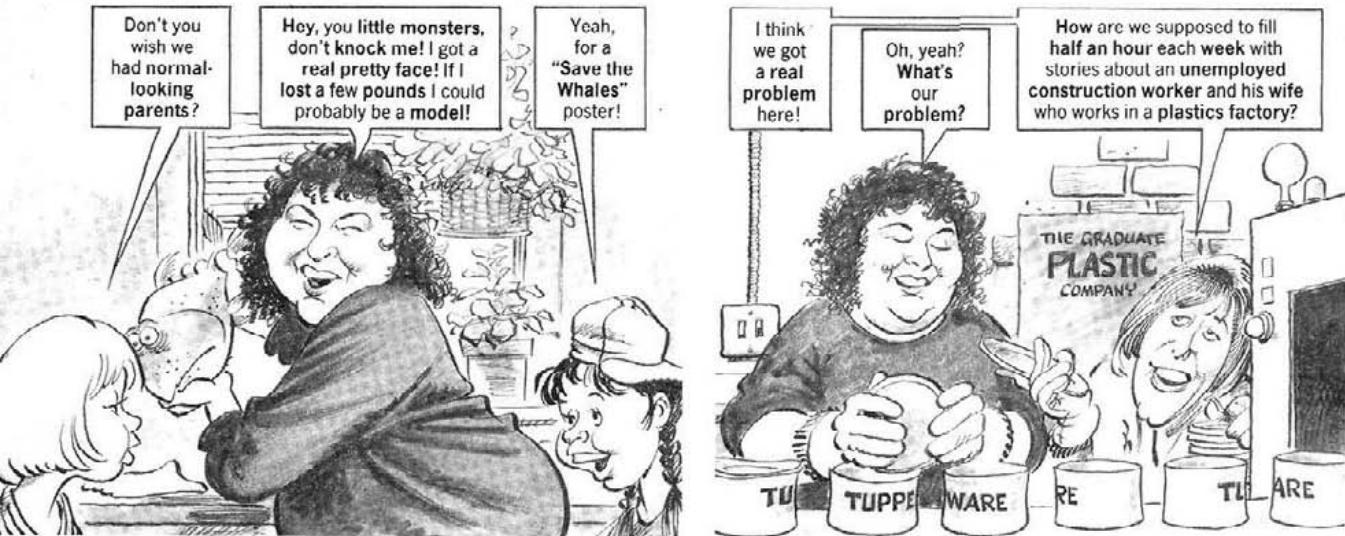
That shows that love conquers all!

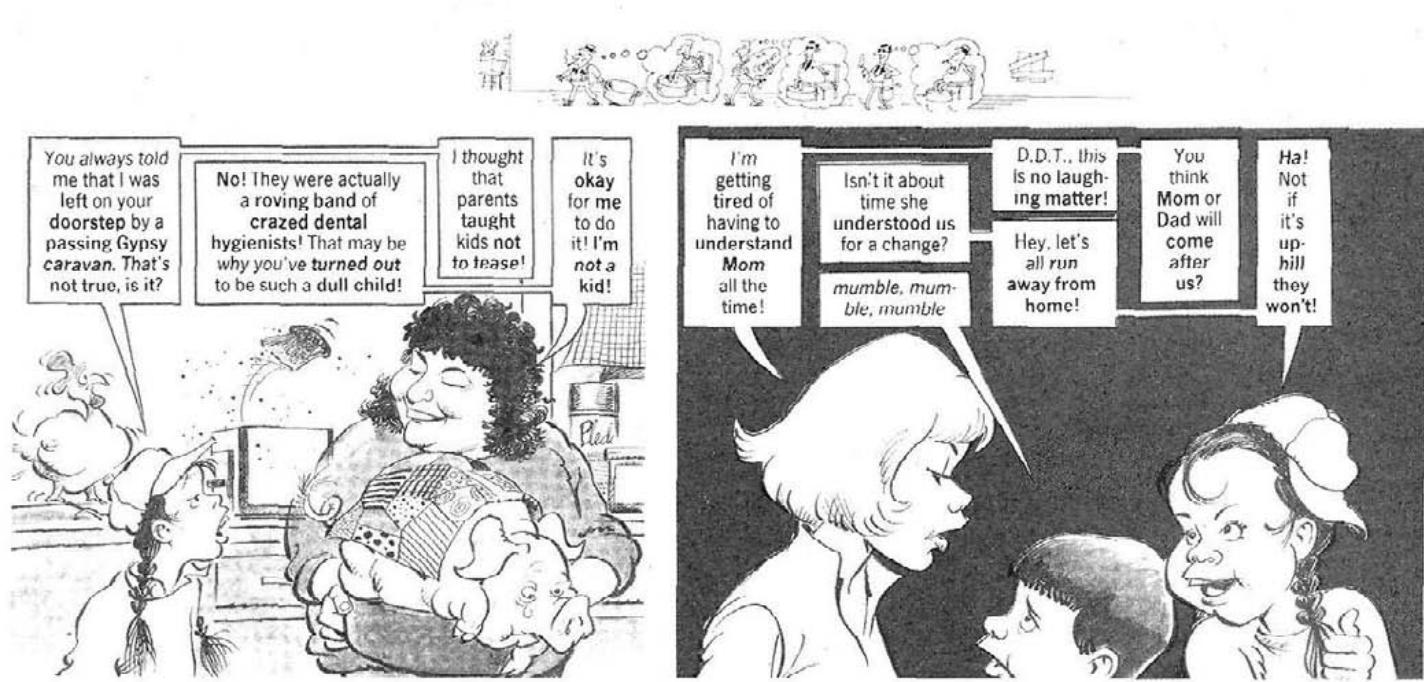
Not really. It shows that too much cholesterol most likely affects one's eyesight!



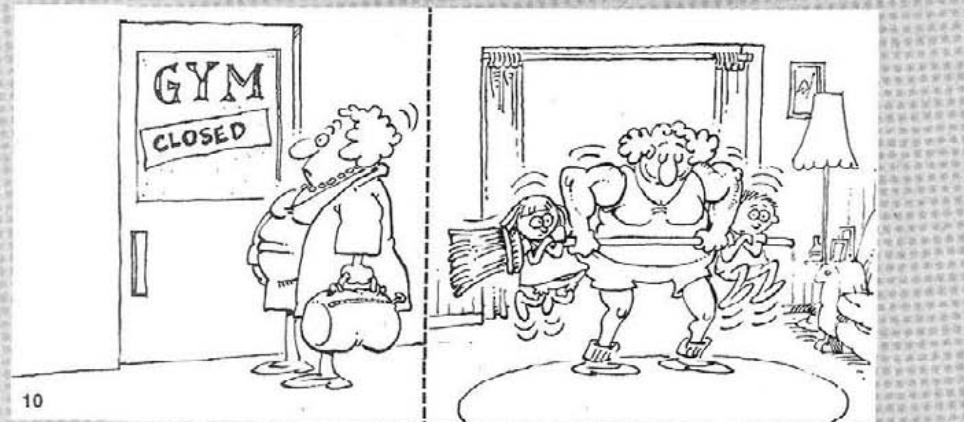
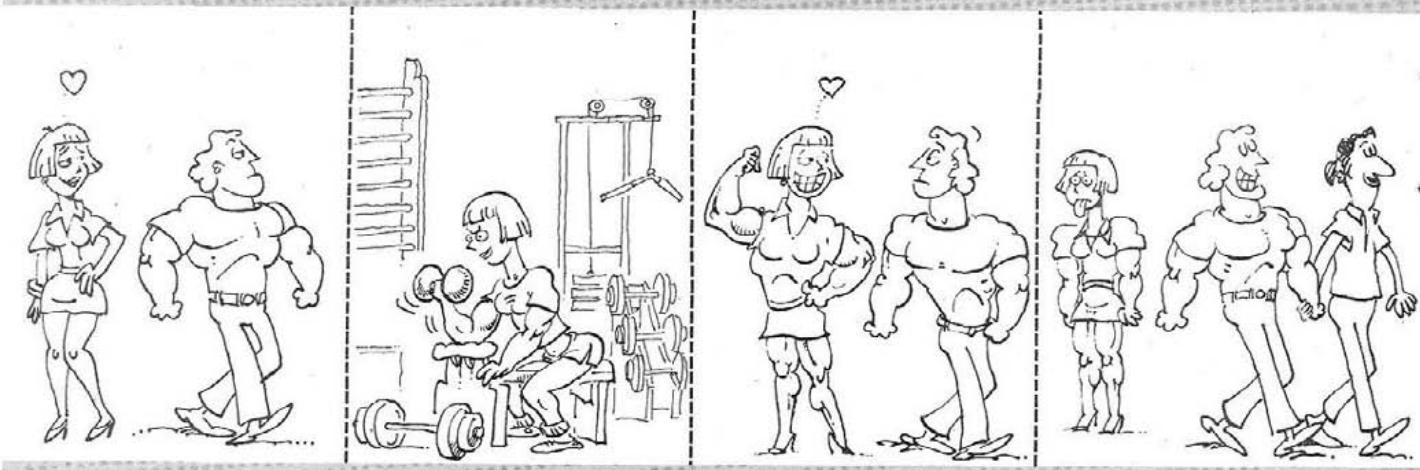






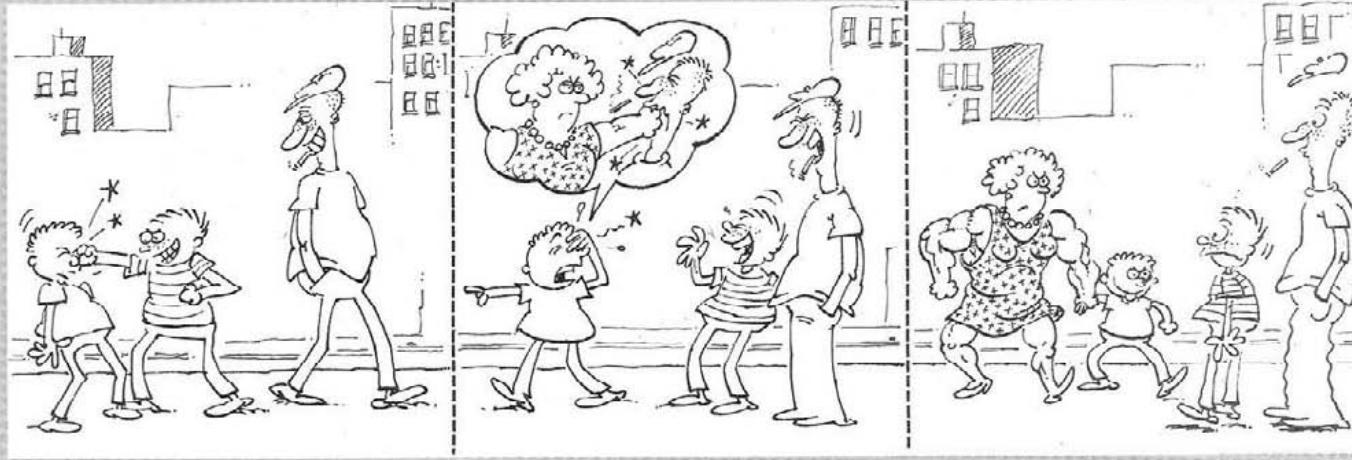
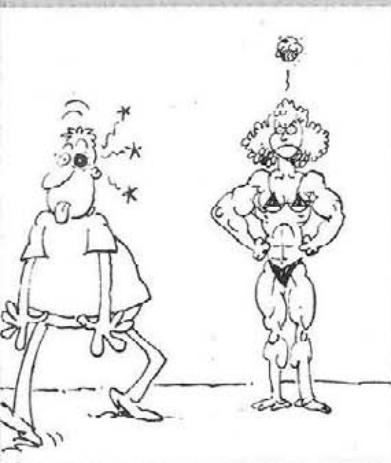


# A MAD LOOK AT FEMALE



# BODY BUILDERS

ARTIST AND WRITER: SERGIO ARAGONES



#### BENCH PRESSED DEPT.

Hardly a week passes without news of some totally unexpected Supreme Court ruling that threatens to turn millions of lives upside down. What gives? Are the eight old men and one not-so-young lady on the Court simply getting

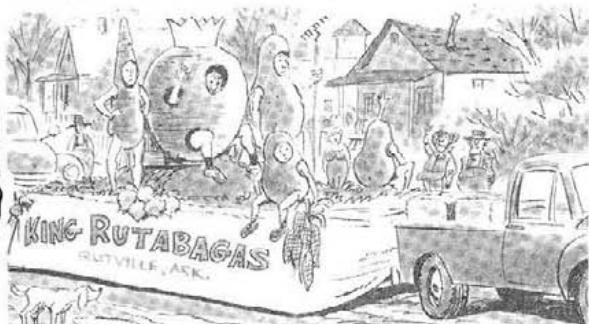
their kicks by keeping us all confused about which laws are really legal and which ones aren't? MAD thinks not. Partly, we believe, the shocking decisions are caused by incompetent Congressmen passing incomprehensible bills

# FUTURE SUPREME

## *Vegetables Given Equal Time With Orange And Rose Parades*

WASHINGTON—TV networks, which have paid tribute to flowers and fruit for 30 years with their coverage of the Rose and Orange Bowl parades, were today ordered by the Supreme Court to grant equal time to other forms of plant life.

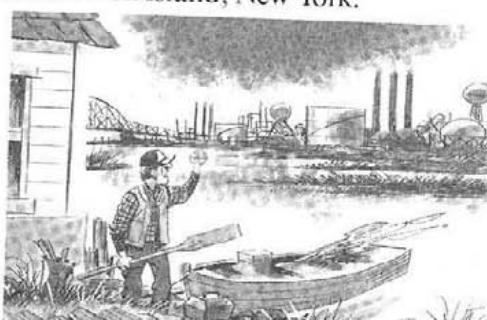
In a suit brought by the Vegetable Growers' Council, the Justices found C.B.S. and N.B.C. guilty of bias in ignoring the Arbor Day Parsnip Bowl Parade in Flugly, Iowa, and the Thanksgiving Tournament of Cauliflower Pageant in Niles, Michigan. Because of today's ruling, the TV networks which



## COURT ORDERS NEW JERSEY TO MOVE CITY OF BAYONNE

WASHINGTON—Placing a strict interpretation on the States Rights clause of the Constitution, the Supreme Court today ordered New Jersey to move the entire city of Bayonne to some spot that will be less offensive to residents of Staten Island, New York.

The ruling came after Staten Islanders had argued that the sight and smell of nearby Bayonne was causing their property values to drop. The Court said that the Constitution forbids one state from contaminating its neighbors, a ruling that may force all of New Jersey to pack up and go elsewhere. Speaking from his office in



## FEDERAL LAW JUDGED UNFAIR TO RHODE ISLAND CAR THIEF

WASHINGTON—In a new Supreme Court interpretation, the law making it a federal crime to take stolen cars across state lines has been judged unfair to thieves in Rhode Island. The test case involved Hugh "Hot Wires" Lobny of Providence, who currently is charged with 138 separate violations of the statute.

"I can ditch the fuzz easy in a half-hour car chase," Lobny told the Court, "But there ain't no direction you can drive for a half-hour in Rhode Island without leaving the state. I'm as good an American as crooks in Utah, who can get chased all day and never leave Utah, which ain't constitutional." A spokesman for the AAA chided



## COPYRIGHT LAW LOOPHOLE FREES COUNTERFEITER

WASHINGTON—Sloppy wording in the Federal Copyright Law today resulted in freedom for Notorious Counterfeiter Spider Linguini of Greenback, Ohio. Linguini argued successfully before the Supreme Court that the U.S. Treasury has the same 28-year limit on copyrights as private industry. Therefore, it is now legal for anyone to duplicate the government's \$20 bill.

Chortled Linguini, "I figured the design on the twenty was too old to be copyrighted, but I had a hunch it was still popular enough to sell for \$3.08 if I could get away with it."

that have inconceivable loopholes in them. And partly, they are caused by trying to apply a 200-year-old Constitution to matters that didn't exist 200 years ago. There is no telling what lies ahead as Congress gets weirder

and the Constitution gets older. So it seems more than a bit obvious to MAD that now is the time average American citizens should begin preparing for the day when they open up their daily newspaper and are startled by these...

# COURT DECISIONS

## COURT ORDERS EMPLOYMENT OF 88-YEAR-OLD PUNK STAR

WASHINGTON—In a landmark ruling on age discrimination, the Supreme Court has decreed that an 88-year-old cello player cannot be denied an audition with a punk rock group solely because of his age.

The case involved Ovid C. "Pops" Plunkle, who claimed that the punk rock group, "The Open Sores," refused to let him try out for their band even though he promised he could curtail his drooling during gigs. The decision may effect another age discrimination case where a 96-year-old lifeguard was fired after he promised



## High Court Says Celtics Must Hire Midget Center

WASHINGTON—The Boston Celtics will be forced to accept the job application form of a 3-foot-6-inch center, as the result of a test case brought before the Supreme Court today by the National Council of Little People.

In a unanimous verdict, the Justices ruled that pro basketball has habitually violated the Equal Opportunities Employment Act by refusing to hire midgets solely because they are short. The ruling is also expected to help the 7-foot-tall



## JUSTICES LET MAN KEEP JOB AS LADIES' ROOM ATTENDANT

WASHINGTON—The Supreme Court today agreed with the claim of Former N.F.L. Lineman Bronko Czwcz that sex discrimination was responsible for his inability to get work as a ladies' rest room attendant.

Czwcz, who testified under oath that "I ain't no weirdo looking for thrills," was found to be a qualified button sewer and towel dispenser, besides being useful in night clubs that wish to scare women out of their rest rooms because the plumbing is broken. The justices voted 6-to-3 that Czwcz should be given a job as soon as his tu-tu can be starched and ready for service. In a related development, Pete Rozelle besides being the



## STREET CORNER RAMPS UNFAIR TO THE DISGUSTINGLY FAT

WASHINGTON—The Supreme Court today ruled that spending tax money on wheelchair ramps for the disabled is unfair to citizens who can't climb curbs for other reasons. The test case involved 354-pound Beatrice "Big Birdie" Flunch of Ogden, Utah, who claimed that walking up ramps leaves her just as pooped as stepping up curbs.

To avoid penalties for discrimination, the city of Ogden was ordered to spend \$82,000 on manually operated livestock hoists to lift Mrs. Flunch over all curblike obstacles between her home and the local Frostee Fudge Sundae Stand. Several members of Weight

**GUIDED MUSCLES DEPT.**

Today, thousands of health-conscious people are not only jogging, but submitting their bodies to all kinds of pun-

ishment in Health Clubs across the country equipped with Nautilus exercise machines. Now, as we see it, the real

# SPECIALIZED NAU FOR PRACTICAL EVE

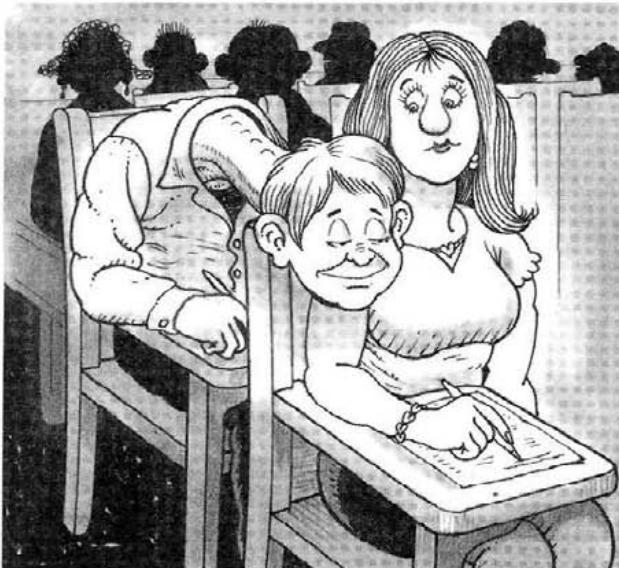
ARTIST: AL JAFFEE

## A Neck-Stretching Machine

*To develop your neck muscles, thereby enabling you to extend your head great distances in different directions...*

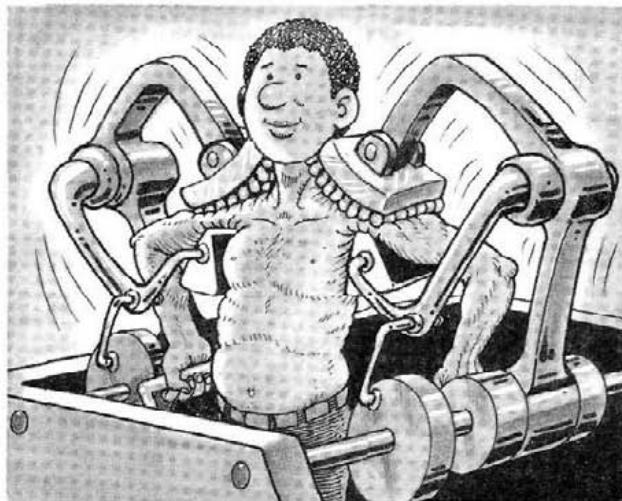


*...for cheating on school exams, aptitude tests, etc.*



## A Shoulder-Building Machine

*To strengthen shoulder muscles so that you will be able to carry enormous weights over long periods of time...*



*...for all you music lovers who get your kicks out of forcing your preference in music on helpless passersby.*





problem with Nautilus machines is that outside of making you look like a poor man's Arnold Schwarzenegger, they've

got very little practical value. Which is why we'd like to offer any interested entrepreneur our suggestions for

# Nautilus Machines RYDAY ACTIVITIES

WRITER: LARRY SIEGEL

## A Wrist-Conditioning Machine

To recondition and strengthen your weak, stiff wrists so they will be able to function with hair-trigger speed...



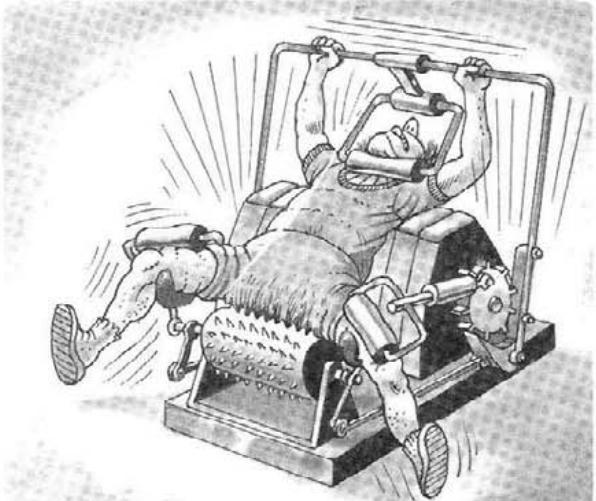
...in order to hang up a phone quickly when you run into one of those witless, moronic answering machine messages.



## A Back-Strengthening Machine

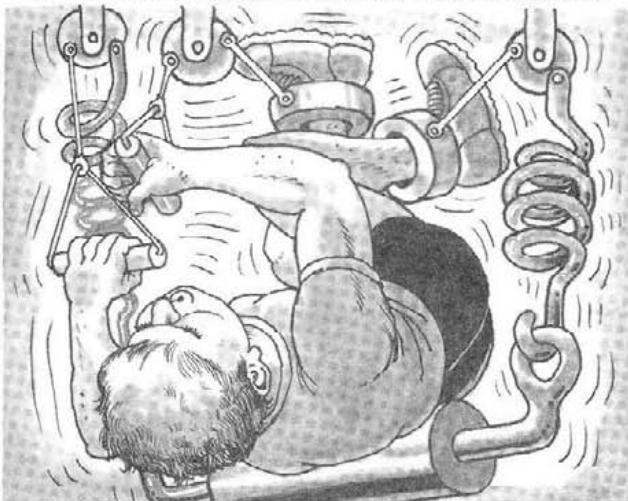
To harden your neck, buttocks and thigh muscles...

...so you'll survive being dragged away from demonstrations.



## A Contortion-Training Machine

To make your body supple and loose in order to enable it to twist into positions it has never been in before...



...for making out in a BMW with a 5-speed stick shift.



## A Steel Punching Bag

To develop tremendous strength in hands and knuckles...



...for punching out those broken pay telephones and video games and cigarette machines that never return your money.



## An Over-All Body-Building Machine

To build up your entire body for the vital "Decathlon of Life"...



...in order to run fast enough to escape nuclear plant leakages, to leap high enough to clear toxic waste dumps, to swim strongly enough to out-distance oil slicks and 7 other catastrophic events too horrible and disgusting to mention.



# THE UNNERVING UNDERTAKER'S UNDERTAKING



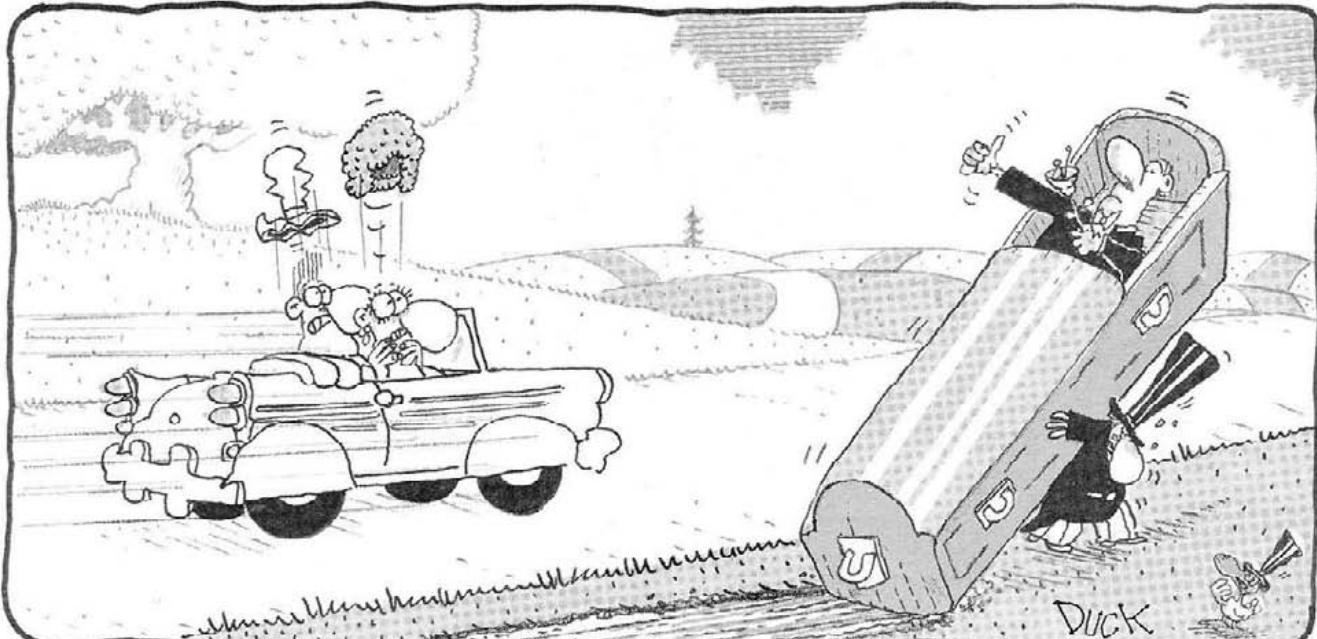
BAD NEWS, BOSS! THE VAN HAD A **BLOWOUT** AND I GOT NO SPARE TIRE!

DAMN! HOW FAR AWAY FROM THE CEMETERY ARE YOU, JENKINS?

ABOUT TWO MILES!

THAT COFFIN HAS TO BE THERE BY **THREE**!  
HITCH A RIDE OR SOMETHING, BUT **GET IT THERE**, UNDERSTAND?

ARTIST AND WRITER: DUCK EDWING



**THEY JUST DIDN'T CLIQUE DEPT.**

Nowadays, everyone has an obsession. Yours is reading stupid magazines when you should be doing something useful, like going into your refrigerator and alphabetizing your cheeses!

# ANONYMOUS GROUPS

## THE HIGHLY SUPERSTITIOUS ANONYMOUS



*Didn't make it because no one dared to show up after the group's twelfth meeting.*

## STAND-UP COMEDIANS ANONYMOUS



*Didn't make it because anyone who spoke at meetings had his routines stolen.*

## POLITICIANS ANONYMOUS



*Didn't make it because they merged with Liars Anonymous.*

## STUPID YAHOOES ANONYMOUS



*Didn't make it because members were afraid to go to meetings after the National Enquirer said they were infiltrated by aliens.*

## HECKLERS ANONYMOUS



*Didn't make it because its members were so disruptive, they had to be kicked out of their own meetings.*

## LIARS ANONYMOUS



*Didn't make it because nobody could tell whether or not they were at one of their meetings.*

Face it, without the support of a self-help group like "Alcoholics Anonymous," you're doomed! What you need is "Stupid Readers Anonymous"! But sadly, they're just one of the many...

# THAT Didn't MAKE IT

ARTIST: PAUL COKER WRITER: CHRIS HART

## MUSICAL CHAIRS FANATICS ANONYMOUS



*Didn't make it because they never had enough seating for everyone.*

## TRENDIES ANONYMOUS



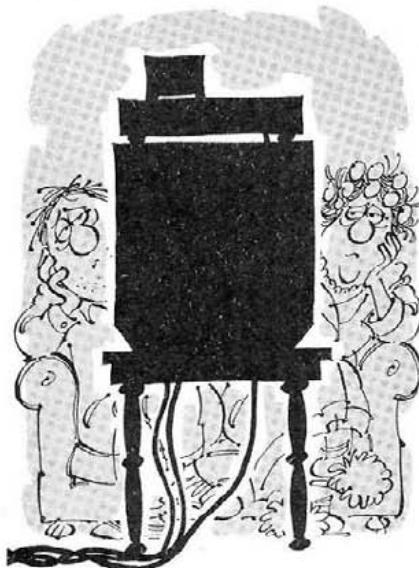
*Didn't make it because they disbanded when self-help groups went out of vogue.*

## SPOILED BRATS ANONYMOUS



*Didn't make it because each child refused to share the meeting with anyone else.*

## COUCH POTATOES ANONYMOUS



*Didn't make it because all of its members were waiting for the meeting to come out on videotape.*

## PRACTICAL JOKERS ANONYMOUS



*Didn't make it because they couldn't resist giving each other the wrong directions to all of their meetings.*

## STAUNCH REPUBLICANS ANONYMOUS



*Didn't make it because they voted to eliminate federal funding for all self-help groups—including their own!* 19

When previous versions of this article appeared in issues #174 and #247, we introduced them by mentioning that many of the words we use today come from the names of real people. For instance, "guillotine" is named after Joseph Guillotin and "leotard" is named after Jules Leotard. Then, we pointed out that it won't be too long before the names of today's celebrities become a part of our language too. Therefore, we suggest you memorize the words on this page, pepper your conversations with them, chant them repeatedly, make them the DRIVING FORCE IN YOUR LIFE! Here's...

# ADDITIONS TO THE DICTIONARY

WRITER: FRANK JACOBS

alda

**alda** ('ä-duh) *n.* : a mediocre brew distilled from left-over mash.

**aquino** (ä-'kēn-ö) *n.* : a disinfectant; the active ingredient of a revolutionary cleaning solution. (*Using the aquino, we wiped the slate clean.*)

**bakker** ('bäk-ur) see **falwell**.

**bird** (bürd) *n.* 1: a basket-maker employing a variety of weaves. 2: a long shot that wins.

**boesky** ('bō-skē) *v.i.* : to make a pile, especially in the street.

**hatha** ('hōth-uh) *n.* : a coat of white-wash. (*Despite the hatha, the entire property was condemned.*)

**collins** ('kōl-unz) *n.* 1: a durable man-made fiber. 2: an approaching heat front. (*Things will warm up once the collins gets here.*)

**coshy** ('kōz-bē) *n.* : a bit of endorsement.

**cruise** (kroōz) *n.* : an abnormal heart-beat, esp. among young women. (*She collapsed in a heap, unable to control her cruise.*) *syn.* danza, gere, harman.

**donahue** ('don-uh-hü) *n.* an afternoon serving of junk food, lacking in nutritional value. (*An hour after the donahue, we were hungry again.*)

**elway** ('el-wā) *n.* : an aerial that improves reception regardless of interference.

**falwell** ('fäl-wel) see **roberts**.

**hagler** ('hag-lur) *adj.* : suffering from an allergy to sugar.

**iacocca** (i-uh-'kō-kuh) *n.* : a firm guarantee. (*Despite the iacocca, he feared it was the same old dodge.*)

**kemp** (kemp) *v.i.* : to veer sharply to the right. (*While others beat around the bush, he kemped.*)

willis

**deny** 2: to withhold information. (*He poindextered the congressional committee.*)

**rivers** ('riv-urz) *n.* : a female yak.

**roberts** ('rōb-urts) see **swaggart**.

**rooney** ('rū-ne) *v.i.* : to have the last word. (*He roencyed, but nobody cared to hear about paper clips or lint.*)

**sajak** ('sä-jak) *n.* : a pat answer, usually bland.

**sajak** *v.i.* : to challenge; to attempt to dethrone the king. (*Can anyone sajak Carson?*)

**shatner** ('shat-nur) *adj.* : benefiting from a far-reaching enterprise.

**simms** ('simz) *n.* : a bronco-buster.

**springsteen** ('spring-stēn) *n.* : a pinnacle; the highest point of a rock formation. (*Despite his efforts, the prince fell short of the springsteen.*)

**stallone** (stü-'lōn) *n.* : an unintelligible sound; a grunt. (*Don't panic; it's only a stallone.*)

**swaggart** ('swag-urt) *n.* : a license to collect money which does not have to be accounted for. (*We can't ask him what the devil the money was used for, he has a swaggart.*)

**swaggart** *v.i.* : to fleece electronically. (*The flock was swaggarted.*)

**tyson** ('ti-sun) *n.* 1: a rap session. 2: a knockout performance. (*We were floored by the tyson.*)

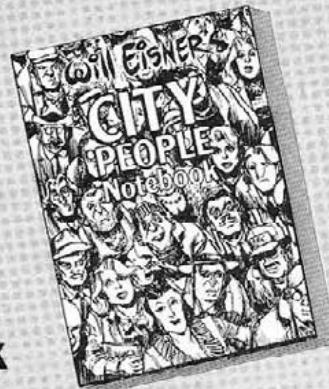
**vanna** ('van-uh) *adj.* : purely ornamental; serving no useful purpose.

**wapner** ('wāp-nur) *n.* 1: a bench-warmer. 2: a fight ending in a decision.

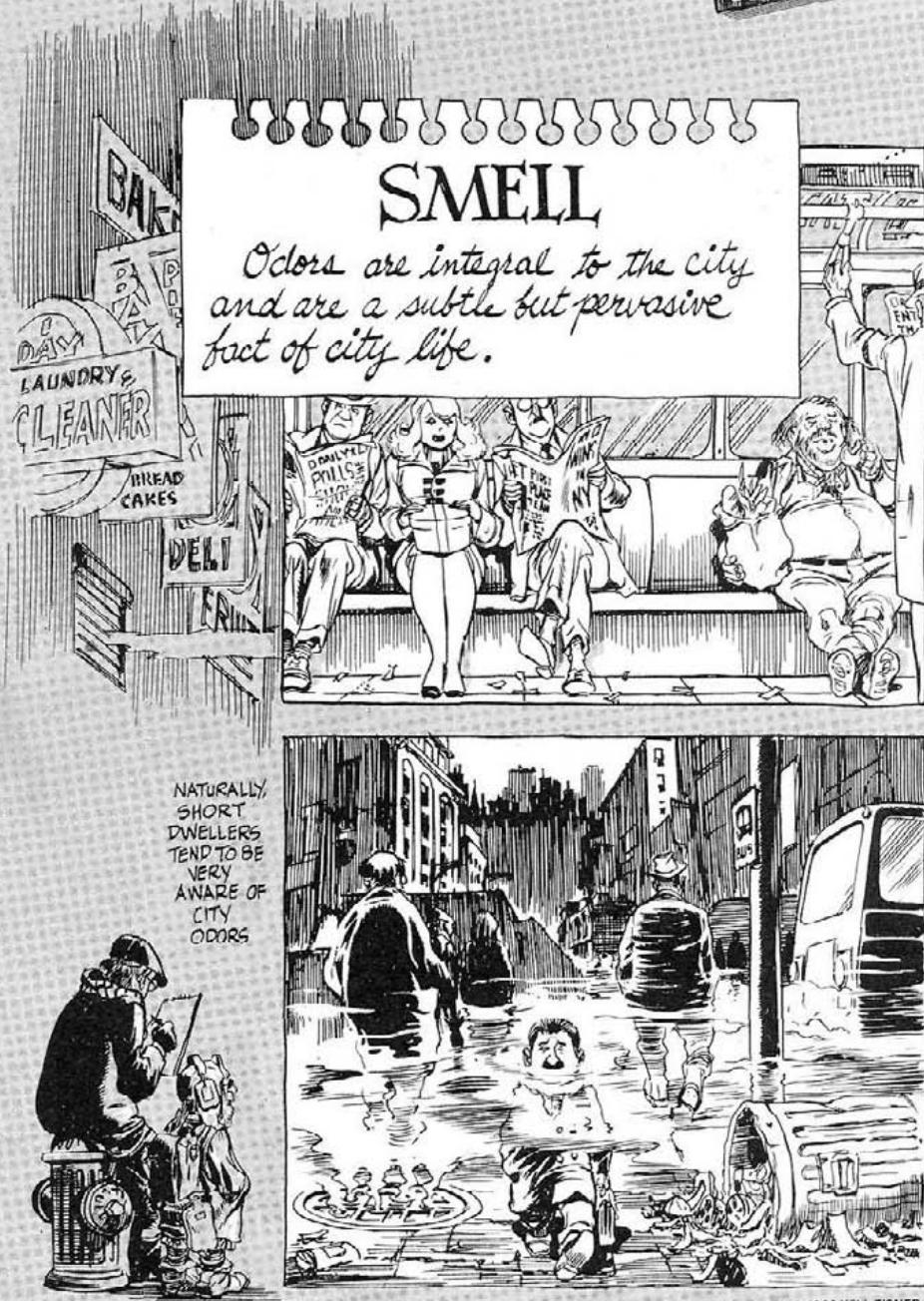
**willis** ('wil-us) *n.* : a wayward creature requiring a shepherd.

**EXCERPTS MARK THE SPOT DEPT.**

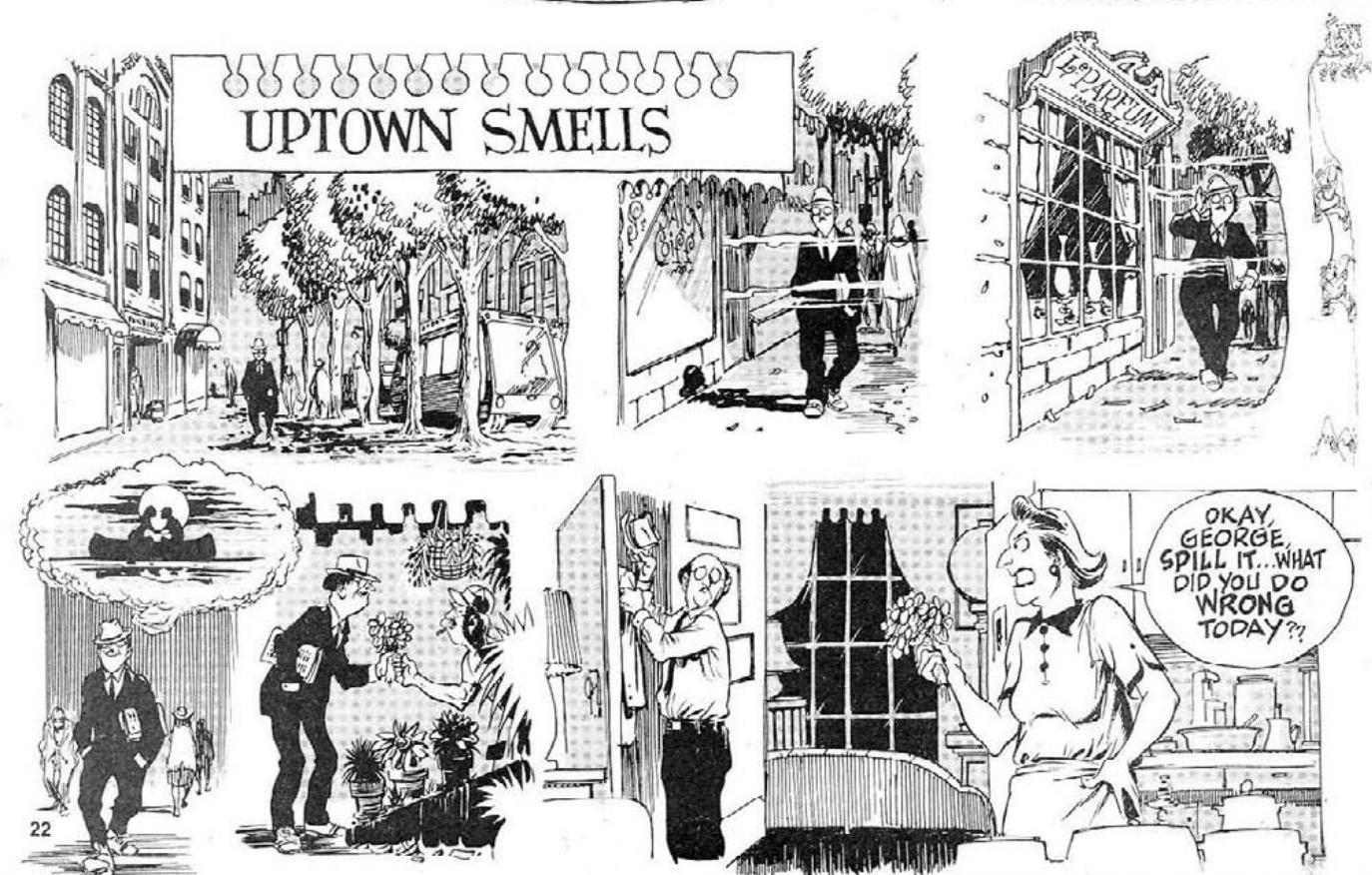
Any comic book fan worth his mylar acid-free bags will immediately recognize the name of Will Eisner, one of the early creators of comic books and a legendary master of comic book art. It was Eisner who created the classic "The Spirit" comic strip and pioneered sequential art as a story-telling medium. In his new book, "City People," to be published in the spring of 1989 by Kitchen Sink Press, Eisner turns his attention to the styles and habits of urban dwellers. A small part of this book is excerpted on the next few pages.

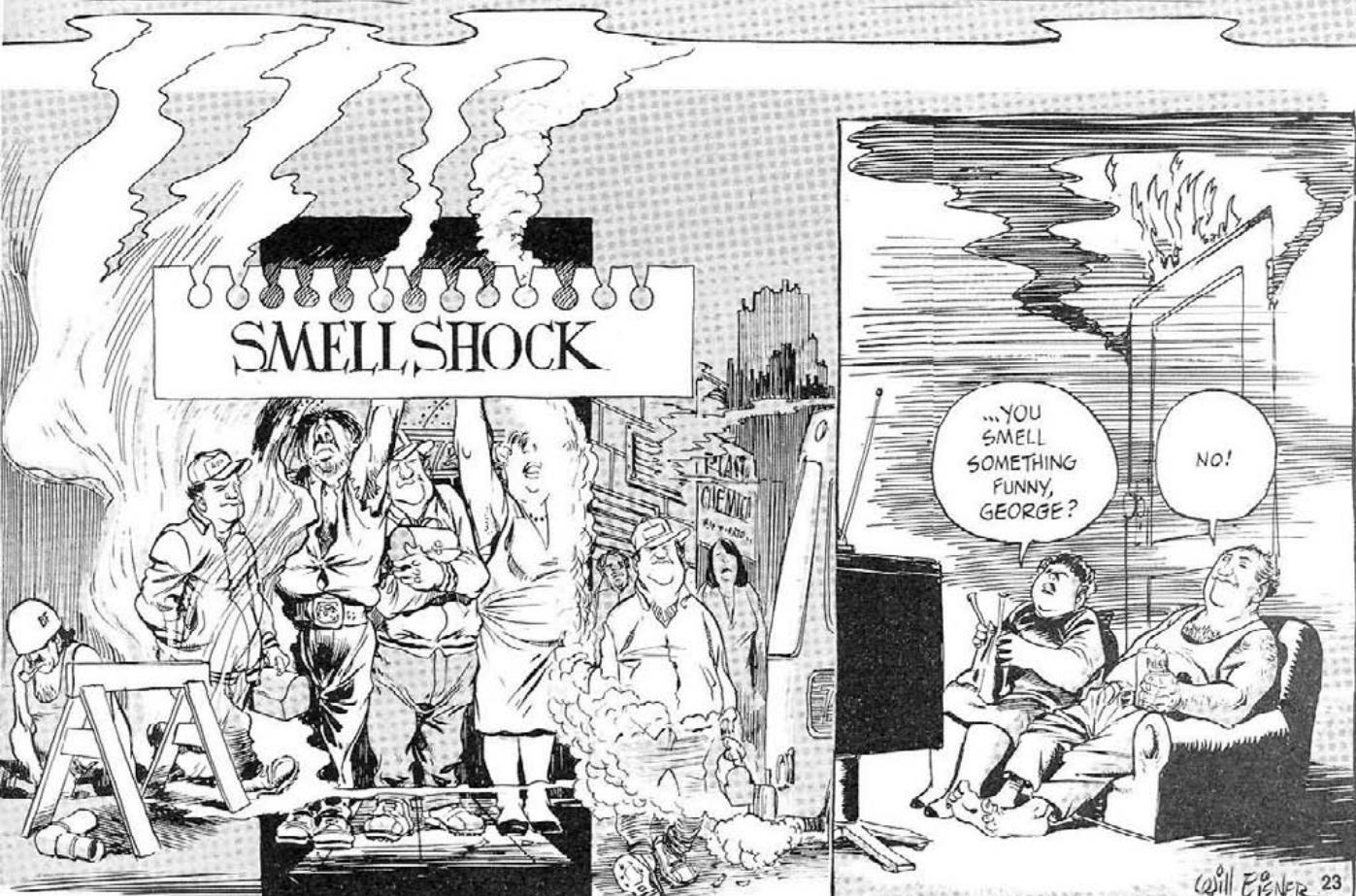


## Will Eisner's CITY PEOPLE Notebook



© 1989 WILL EISNER





# Consumer Reports FOR PUNKS

## MOTORCYCLES

CR Rates Five That Will Wake Up An Entire City

## CHAINS

All Raise Welts, But Can They Mutilate?

## SPRAY PAINTS

Our Graffiti Tests Show Only Two Deface Permanently

## TATTOOS

A Do-It-Yourself Kit Puts "Mother" On Your Chest For Under \$30

## FOOTWEAR

A New Laced Boot Breaks Heads Without Losing its Shine

## LEATHER JACKETS

They're Good For a Macho Image, But Watch Out for Loose Rivets

## LEATHER BRIEFS

They're Even Better for a Macho Image, But Watch Out for Loose Rivets



## ASSESS POOL DEPT.

Whenever you buy a product, it's wise to check it out in "Consumer Reports," the magazine that tests merchandise for quality and performance. The only problem is: CR is

# CONSUMED AIMED SPECIAL D GRO

ARTIST: BOB CLARKE

# Consumer Reports FOR BILLIONAIRES

## AIRPLANES

The 747: Does It Make It As a "Second Plane?"

## CASTLES

Roomy and Built to Last, But Moats Can Be a Problem

## BATHROOM FIXTURES

Our Panel Rates the Solid Gold Spigot

## WALL COVERINGS

Rembrandts Wear Well, But They May Clash With Your Picassos

## CORPORATIONS

CR Rates 27, Finds 12 You Should Take Over

## LAKES

A Smart First Step For Those Planning To Buy An Ocean

## ENERGY SAVERS

Cutting Fuel Bills By Building Your Own Pipeline



# Consumer Reports FOR THE VERY POOR

## CANNED DOGFOOD

We Rate Five That Will Feed You for \$8 a Week

## OLD NEWSPAPERS vs. CARDBOARD

Which Insulates Your Room Better?

## HOT PLATES

They All Boil Water, But Will They Keep You Warm?

## CHEAP BLACK-AND-WHITE TVs

Five 7-inch Models You Can Talk a Rich Relative Into Buying For You

## SUPERMARKETS

Our Panel Rates Ten Of Them For Ease in Shoplifting

## THRIFT-SHOP SWEATERS

Preferred Labels for Your Winter Wardrobe

## PARK BENCHES

We Rate Twelve, Okay Five for Dazing



so generalized, it doesn't appeal to people with special interests. Does MAD have a solution for this? You bet we do! As this article will show, what we really need is

# R REPORTS D AT NTEREST UPS

WRITER: FRANK JACOBS

## Consumer Reports FOR THE MAFIA

THE NEW 6-HOUR VIDEO RECORDERS  
Which Ones Should You Hijack?

SAWED-OFF SHOTGUNS  
Readers Report on Results

PINKIE RINGS  
CR Tests 26, Finds 8  
Appropriate to Kiss

DISPOSABLE BRASS KNUCKLES  
Convenient? Yes, But Are  
They Effective?

FUNERAL WREATHS  
Gardenias vs Roses:  
A Poll of 17 Capos

THE NEW HANDGUNS  
They Kill But Do They Hurt?

CITIES

We Rate 17 Corrupt Mayors and  
What It Takes to Buy Them Off



## Consumer Reports FOR KIDDIES

THE NEW TRICYCLES

Faster Pedal-Power, But  
How Do They Handle in the Playground?

CRAYONS

Our Panel Finds One Brand  
Tastes Best

PLASTIC BUILDING BLOCKS

Lightweight and Colorful,  
But Can You Destroy Anything With Them?

VEGETABLES

CR Tests 14, Finds Four  
You'll Absolutely Hate

HIGH CHAIRS

Does the Deep-Rim Eating Tray  
Take the Fun Out of Spilling?

COTTON BLANKETS

They Keep You Warm at Night,  
But Do They Give You Security?



## Consumer Reports FOR PSYCHIATRISTS

ELECTRIC DRILLS

Our Panel Tells How They  
Really Feel About Them

SLIDE PROJECTORS

Do They Bring Back Memories  
Or Stir Up Old Traumas?

LATEX PAINTS

They Last Longer, But Will  
You Like Yourself Better?

ELECTRIC CAN OPENERS

Deep Down, Do We Really  
Need Them?

GIANT-SCREEN TVs

They Give a Bigger Picture.  
But Is the Guilt Worth It?

SNOWMOBILES

Winter Fun or Neurotic Compulsion?

CHAIN SAWS

We Test 3 That Release  
Pent-Up Aggression





IT'S TRAINING CATS AND DOGS DEPT.

Hey, Letterman, you're missing a bet by showing only one side

# Stupid Pet O



of your pet trick schtick! We suggest you try MAD's...

# Wner Tricks



ARTIST AND WRITER: PAUL PETER PORCES



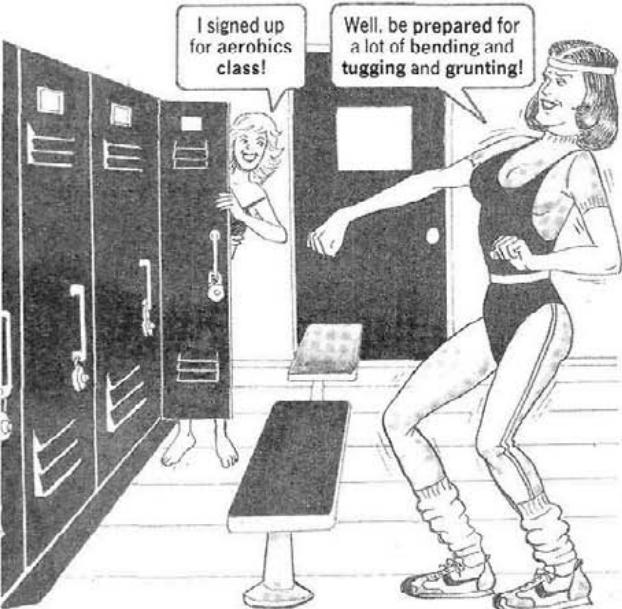
## GOING TO THE MOVIES



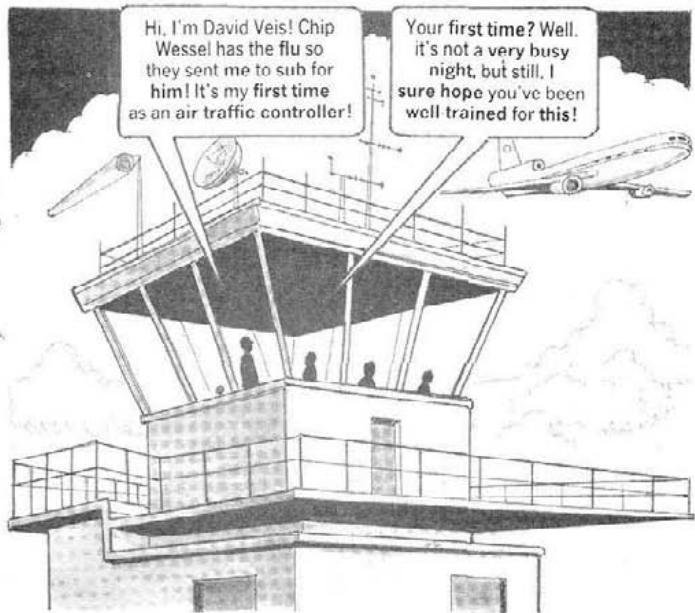
BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## STAYING IN SHAPE



## PREPAREDNESS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## SCHOOL



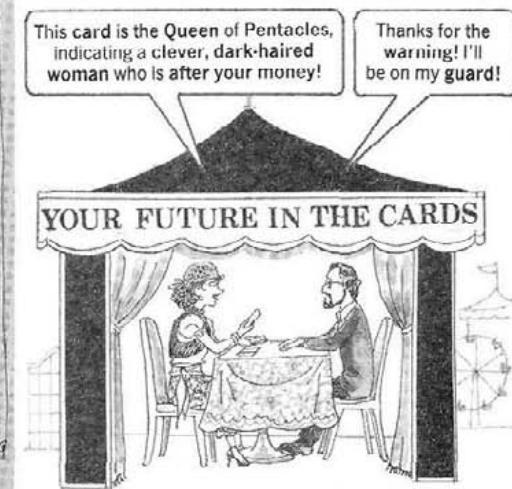
## CHARM



## SCIENCE



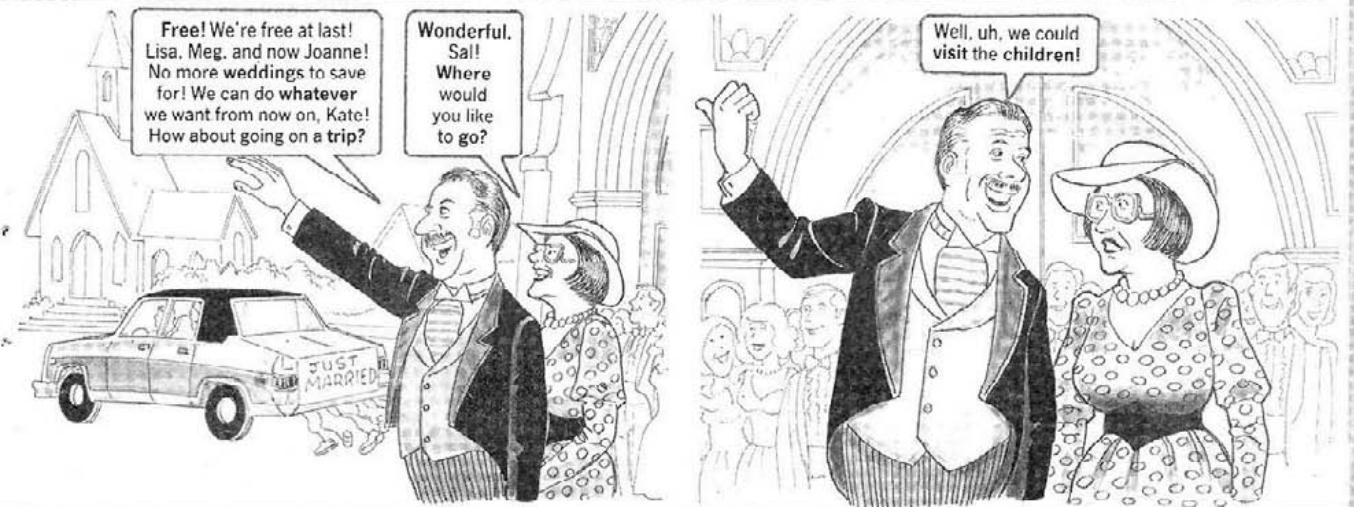
## ADVICE



## NATURAL TALENT



# LEAVING THE NEST



# RELATIONSHIPS



# HOUSEKEEPING



# COMMUNICATION

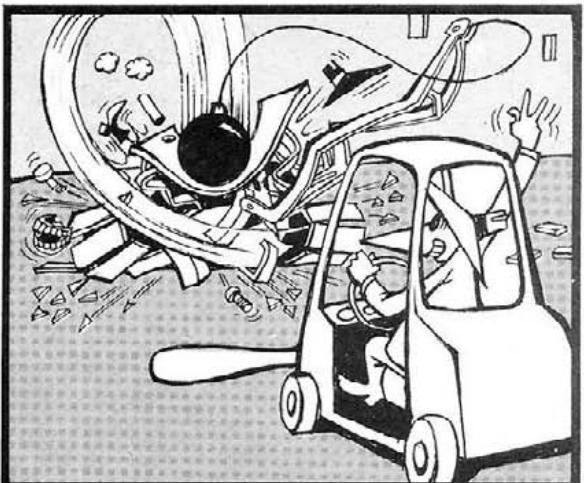
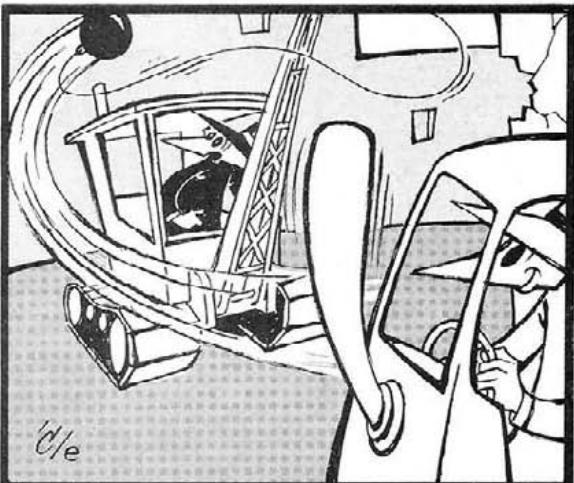
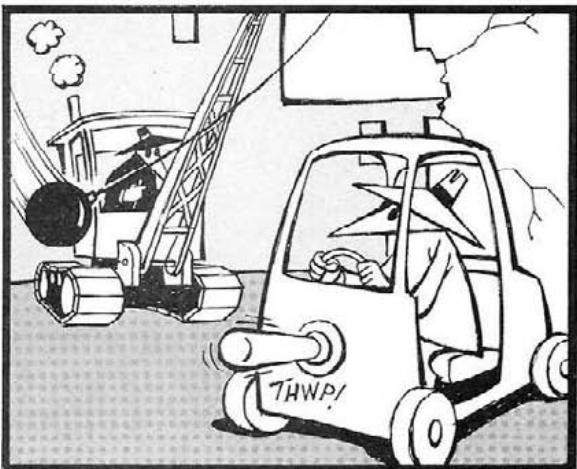
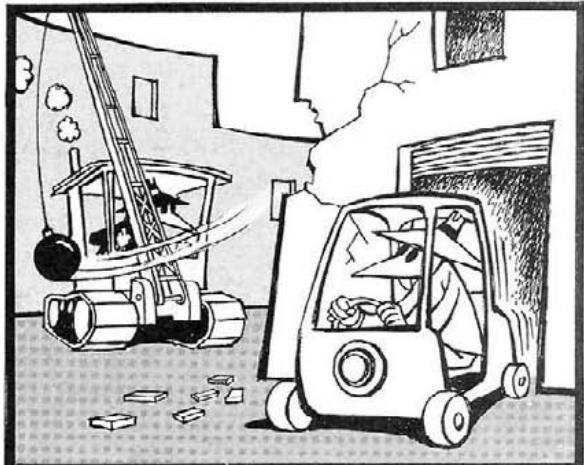
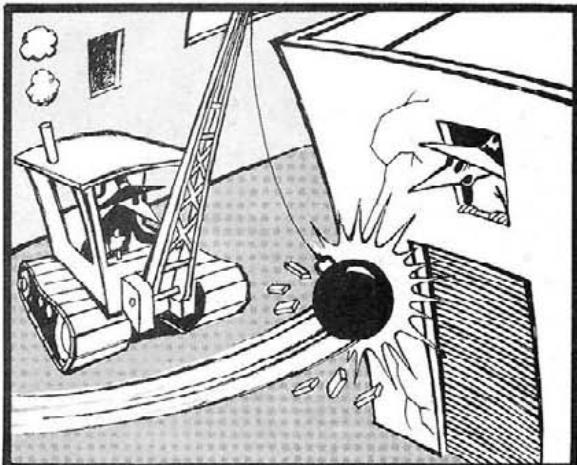
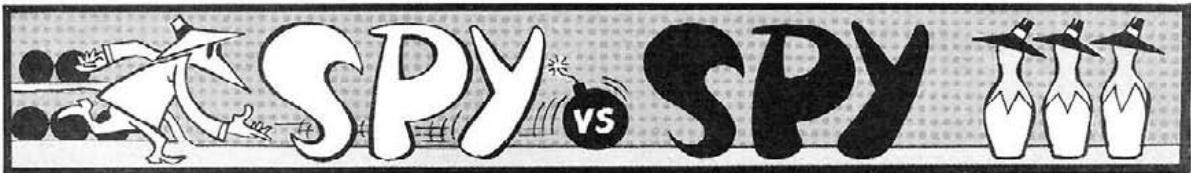


# RELATIVES



# DOCTORS



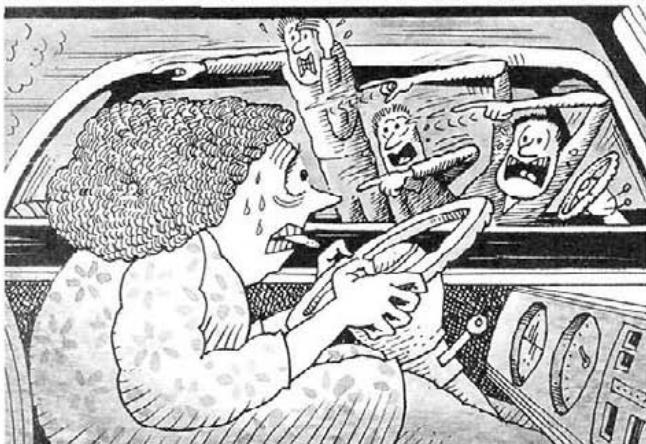


**HARDEE-HAR-HARBINGERS DEPT.**

For the keenly aware in the world, there are little warning signs everywhere—nuances that some kind of trouble, be it big or small, lies ahead. Unfortunately, it's rare that the average MAD reader is keenly aware of anything! Which is why we thought it necessary to compile the following list of...oh, let's call them "tipoffs"...that all is not well in your little corner of the world. Read it carefully and see if (for once) you don't agree with us that...

**IT'S NEVER**

**IT'S NEVER A GOOD SIGN WHEN...**



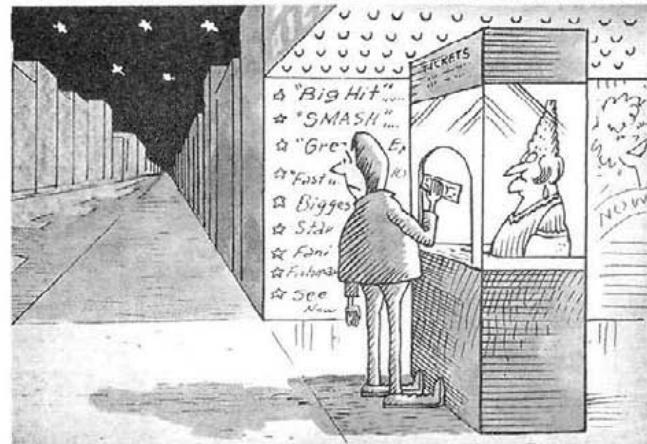
*...People in the car next to you are honking and pointing.*

**IT'S NEVER A GOOD SIGN WHEN...**



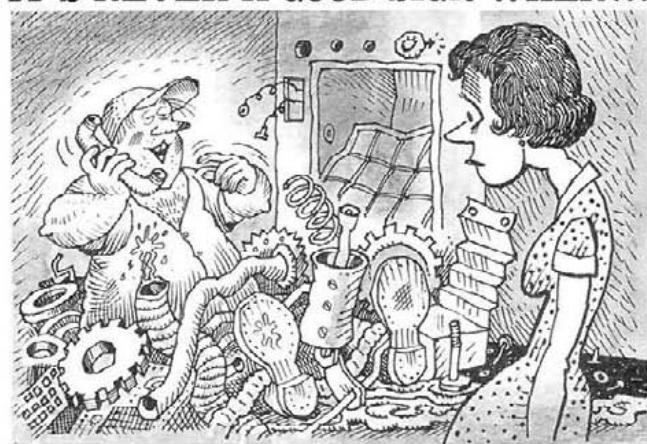
*...There're three times the normal number of people waiting at your bus stop.*

**IT'S NEVER A GOOD SIGN WHEN...**



*...You're the only one in line to see a movie—on a Saturday night.*

**IT'S NEVER A GOOD SIGN WHEN...**



*...After a few hours of trying, a repairman asks to use your phone so he can call his boss.*

**IT'S NEVER A GOOD SIGN WHEN...**



...Your dry cleaner asks you to "describe it."

**IT'S NEVER A GOOD SIGN WHEN...**



...Your older brother starts treating you "nice."

**IT'S NEVER A GOOD SIGN WHEN...**



...A friend insists that you first "sit down" before he'll tell you something.

**IT'S NEVER A GOOD SIGN WHEN...**



...Your doctor asks to speak to your immediate family out in the hallway.

**A  
GOOD  
SIGN  
WHEN...**

WRITER: J. PRETE

ARTIST: AL JAFFEE

# THE REFRIGERATED ROCKY RUN-THROUGH

I SEE "THE STALLION"  
IS TRAINING HARD FOR  
HIS FIGHT NEXT WEEK!

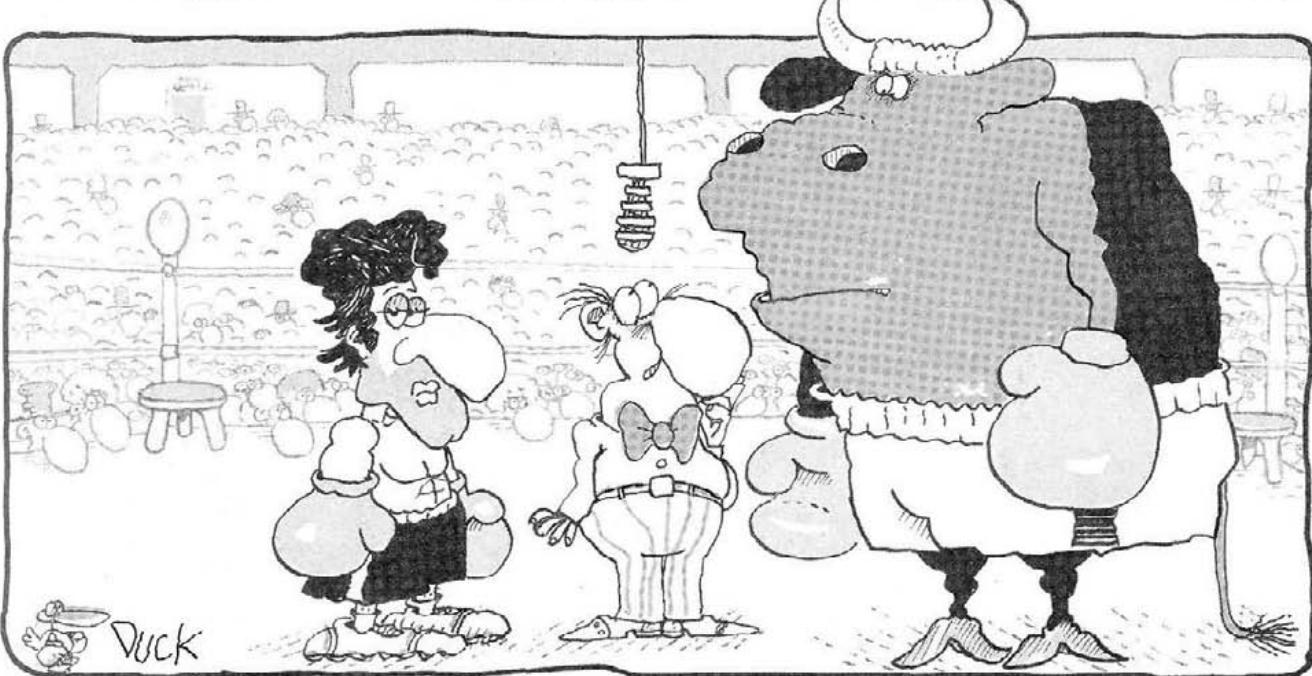
BIF!  
SPLAT!  
BIF!

ARTIST AND WRITER: DUCK EDWING

YEAH! HIS NEXT OPPONENT  
AIN'T GONNA BE EASY!

THUD!

DUCK



VERICOSE ENCOUNTERS OF THE ABSURD KIND DEPT.

Five years ago there was a warm, witty, charming movie about some old folks who went to a magical far-off place called Antenna. Now we have part two of their story. For this sequel the producers were able to bring back just about all of the actors. The only things they couldn't bring back were the warmth, wit and charm! We're talking about...

# KOOKCOON

## THE REHASH

ARTIST: JACK DAVIS

WRITER: DICK DEBARTOLO

I'm head of this expedition from Antenna. I came back to earth because the cocoons we left on the ocean floor five years ago are in danger! Thanks to illegal dumpers and industrial polluters, the cocoons are coated with oil, deformed by toxic leaks and poisoned by medical waste! We've got to get them out now! Our computers estimate that the earth's only going to last a few more cabumpers!

And you know how little time that is!

I came back to check on my daughter. She's been living pretty good with the money I left her in my will! I thought I'd check to see if she's planning to leave me anything in HER will!

I'm back because I need to feel useful again! I want to cook and clean! I want to sew and wash and iron—and I want to have psychiatric treatment for feeling this way!

I returned so I could dance again! They have discos on Antenna, but you have to be 121 years old to get in, and I'm only 85!

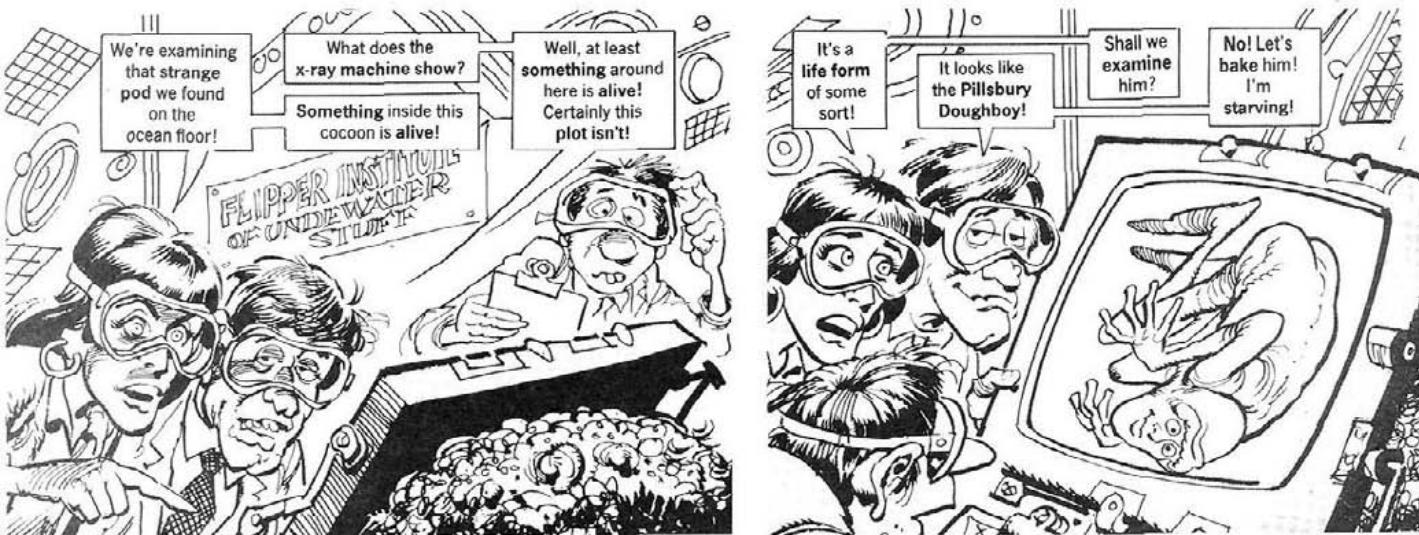
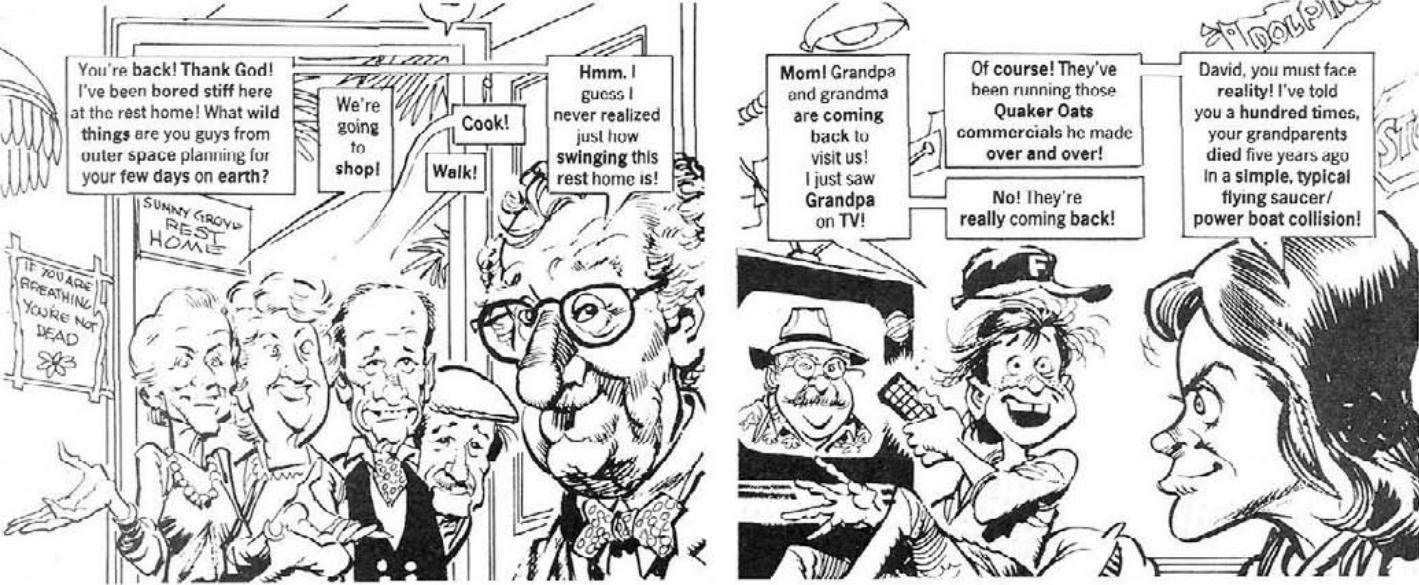
I'll level with you. I came back to get hit by a bus!! I want out of this movie as fast as possible! When you get to be as old as I am, you get to spot a turkey script pretty quick!

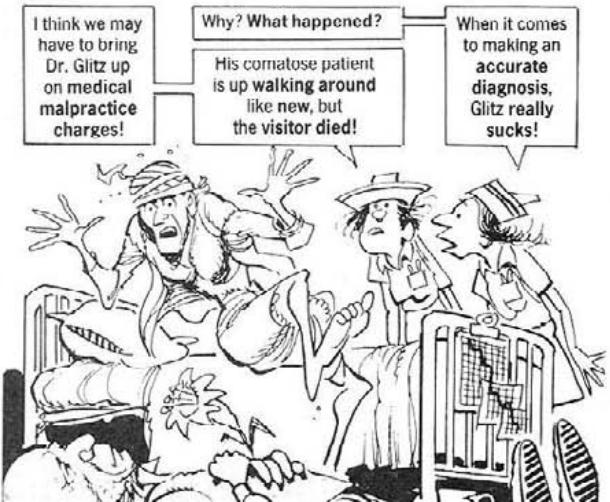


The minute I got to earth, I conceived a child! That'll be a problem when I go back to Antenna! Nothing ages up there! I'll be pregnant with the world's oldest fetus! I'll suffer a lifetime of morning sickness! Help me!

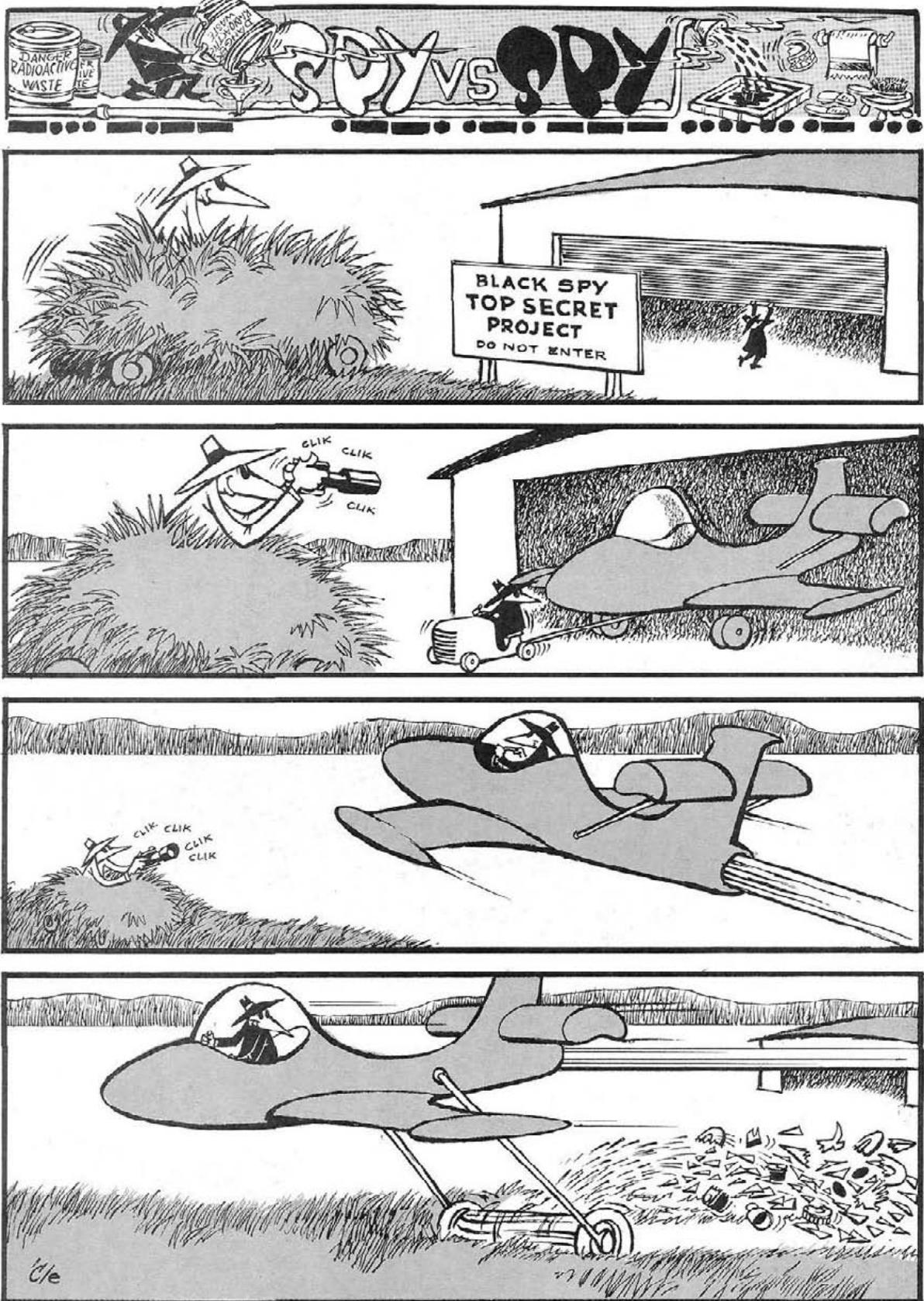
I came back to see Bernie! In those rare moments when he isn't complaining, Bernie's a million laughs! Especially when he's doing his famous "eagle imitation"!

My imitation may be a million laughs to you, but it just so happens that the eagle is an endangered species! Come to think of it, with my soaring blood pressure, falling arches and pesky hemorrhoids, I'm an endangered species! Somebody call me an ambulance!









# HEADLINES

You Can Bet We'll Never See

ROBERTSON OFFERS PROOF  
FOR WILD ALLEGATIONS

*Apparel industry acts  
to standardize sizes*

CUBS, INDIANS SET  
FOR WORLD SERIES

*Record profits prompt NFL  
to reduce ticket prices*

PENTAGON TRIMS  
FAT FROM BUDGET

CIA adopts "hands off" policy

New Religious Cult-Group  
finds few L.A. converts

LAROUCHE OFFERS PROOF  
FOR WILD ALLEGATIONS

Rise in postage rate leads  
to improved mail service

## U.N. SOLVES CRISIS

Driver of Import-Subcompact  
escapes injury in collision



RUN-D.M.C. to perform at  
White House state dinner

*Novelist satisfied with  
film version of his book*

**KILLER SERVES OUT  
ENTIRE SENTENCE**

NAACP honors Sen. Helms

DOW CHEMICAL CANCELS IMAGE-BUILDING TV ADS;  
WILL SPEND MONEY ON TOXIC CLEAN-UP INSTEAD;

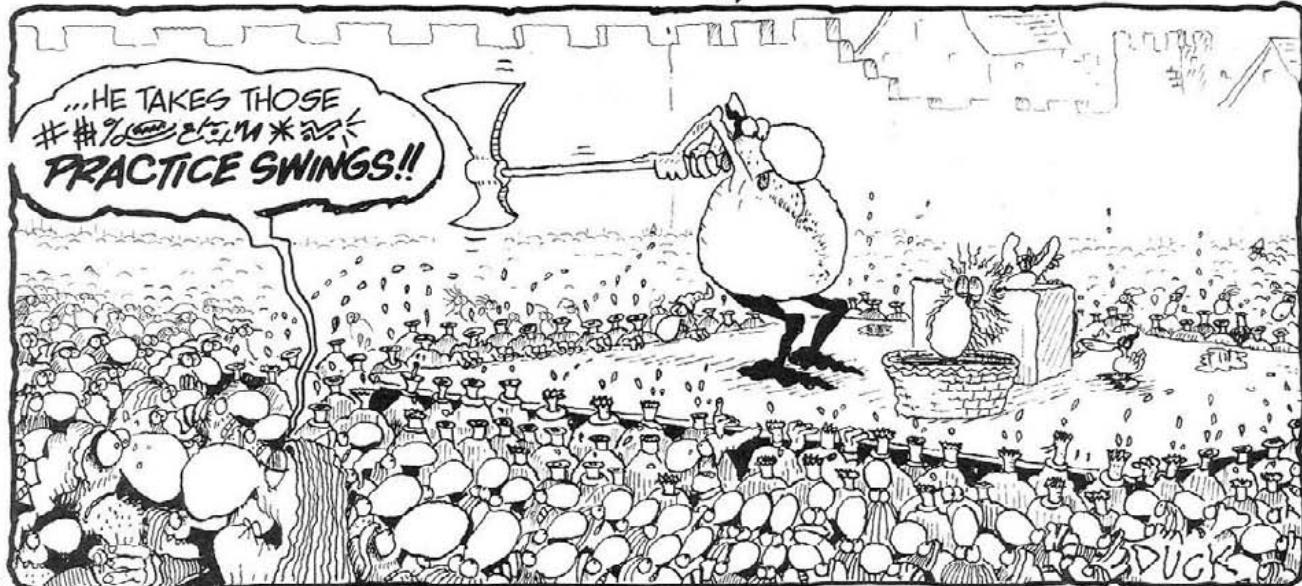
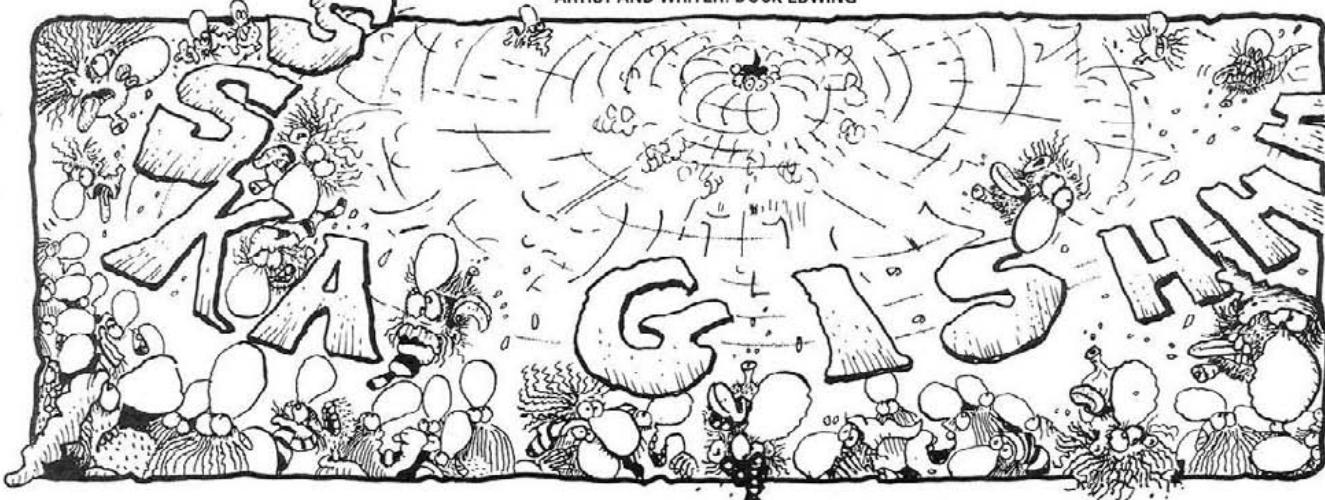
VATICAN OKAYS "INFLATABLE DATE"

"They caught me red-handed,"  
CONGRESSMAN ACCUSED OF  
BRIBE-TAKING ADMITS GUILT  
Neighbors of Ax-Slayer  
Not surprised at all

# THE HIDEOUS HEADSMAN'S HORSEPLAY



ARTIST AND WRITER: DUCK EDWING



STATUES FOR LIMITATIONS DEPT.

Each year the Motion Picture Academy gives its little pal, "Oscar," to actors, writers, hairdressers and other toads. But the Academy never recognizes the most important group—the people who pay to get in! And it's high time they did, because the best entertainment's not on the screen, it's out in the audience! That's why MAD thinks there should be...

# ACADEMY AWARDS

FOR MOVIE AUDIENCE MEMBERS

WRITER: MIKE SNAIDER

ARTIST: SAM VIVIANO



BEST FORCED CHUCKLE at an obscure Yiddish gag in a Mel Brooks film that has everyone else laughing—even though only 10% of them get it, won by...JILL WASPBRED, Snooty, VT

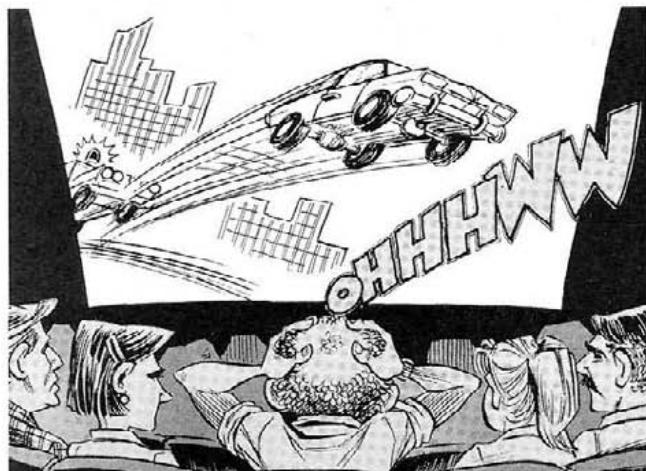


BEST SCREAM OF SURPRISE in a "Friday the 13th" crowd by someone who hasn't caught on that a hop in the sack means automatic death, won by...HAROLD QWERTY, Poiuyt, WY

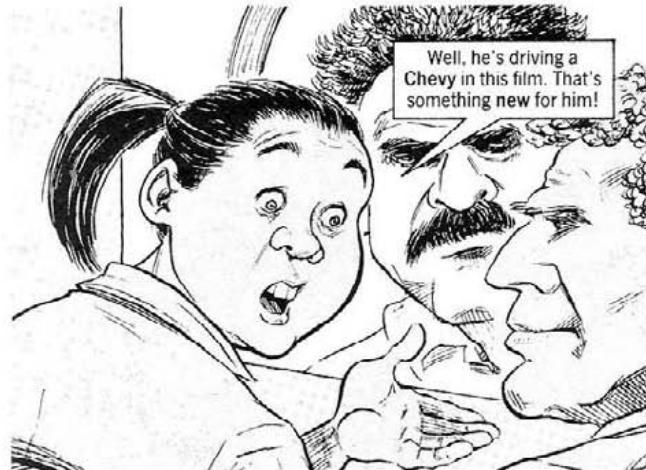
SAM VIVIANO



BEST PSYCHOTIC CACKLING during a Rambo shoot-em-up scene, won by... **TOM PUTZKOWSKI**, Untitled, IL



BEST GROAN at the start of another "thrilling" car chase just like the 3,000 other car chases in film history, won by... **MAXWELL KORN**, Duke, NC



BEST-SOUNDING ARGUMENT that Burt Reynolds isn't "skating" through the twilight of his career in dull, predictable films, won by... **NANCY ANNE HAZEL**, Gainesville, FL



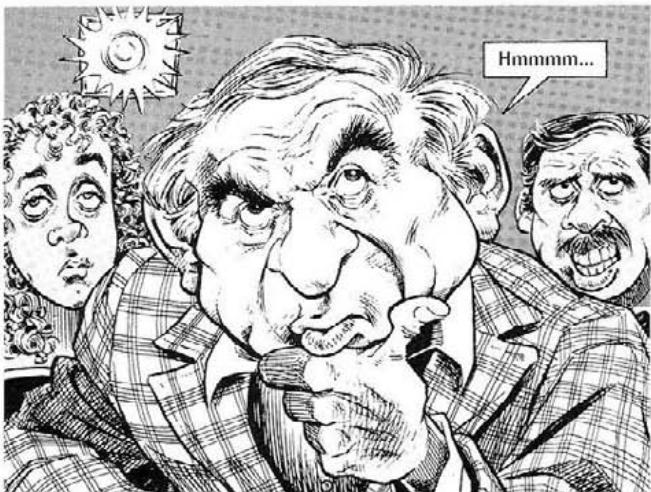
BEST CASUAL EXPRESSION while paying \$2.50 for a spritz of 7-Up and 16 ounces of ice, won by... **CHIC GLITZ**, Las Vegas, NV



MOST RIDICULOUS "JUNGLE CAMOUFLAGE" at a Vietnam war movie, worn by a punk who's never been away from home overnight, won by... **ELMER MIFSUD**, York, PA



MOST ANNOYING BEHAVIOR by an idiot who thinks imitating Eddie Murphy's laugh throughout one of his films is the height of cleverness, won by... **JED FLOONMAN**, Arsenio, SD



BEST "HMMM" at the end of one of Woody Allen's newer, supposedly "deeper" movies, won by... PAUL PETER BORGE, Raiola, NM



BEST FAKE LAUGHTER at a *Police Academy* sequel by a person of average intelligence who doesn't want to look like a snob, won by... PAT PROFT, Neal, Israel



BEST ICY STARE on a girl dragged to the latest *Porky's* sequel by a no-taste cretin she's dating for the first—and last—time, won by... JANE SIANCI, Cousin, NY



BEST INDIGNANT "SHHHH!" directed at the pseudo-scientist who's explaining to his friends how the special effects were done, won by... POINDEXTER STARLOG, Lucas, CA

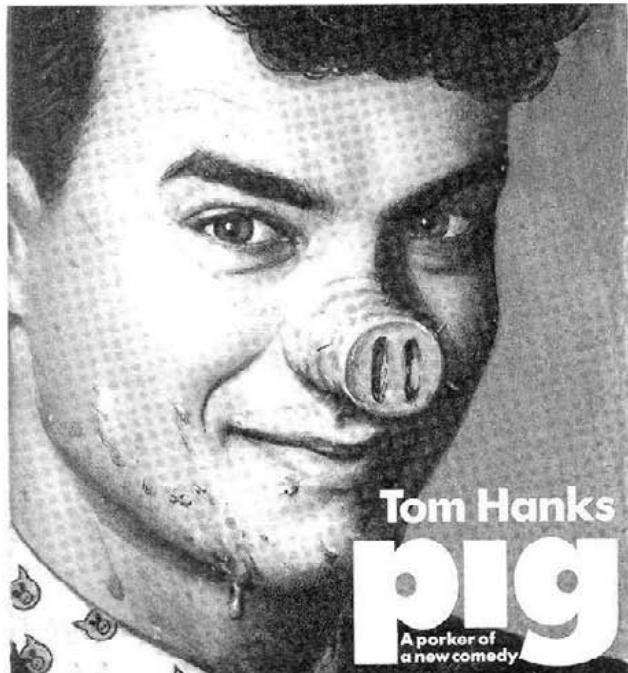


BEST GLAZED-OVER LOOK while watching another self-indulgent "turkey" by Prince, Warren Beatty or Barbra Streisand, won by... DONATO DITONNO, Chafeville, GA



MOST DELUSED USE of "movie critic jargon" to convince yourself that the pretentious bomb you just saw wasn't a total waste of \$7.00, won by... HANS BRICKFACE, Sambro, MI

# NOT PLAYING



**Tom Hanks**  
**PIG**  
A porker of  
a new comedy

## NOT PLAYING

FUNKYTOWN  
LEOW'S SIXPACK  
KK5-5375  
MINNESOTA TWIN  
JL5-0388

BLOOM COUNTY  
HANK'S INDOOR  
DRIVE-IN  
JJS-1511  
HOTTY-TOITY CINEMA  
LK5-1000

FAT CITY  
PIGFIELD  
JK5-0983  
PORK LANE  
LL5-2000  
BACON QUAD  
KL5-5656  
LAND MALL  
KJS-1988  
GREASEPLEX  
JJ5-2364

© Columbian Pictures

ARTIST: GREG THEAKSTON

MICHAEL DOUGLAS CHARLIE SHEEN FREDDY KRUEGER



*A Nightmare*  
ON WALL STREET  
...FREDDY INVESTS  
NOT PLAYING



TOWNVILLE  
SIMPLEX  
LL5-0001  
SIAMESE TWIN  
KLB-5565  
MINISCULE CINEMA  
LJS-9295  
STAINED CARPET  
THEATRE  
JK5-9501

VILLE CITY  
BLEAKMAN  
JLS-7862  
CINEMA GAACK  
JLS-9050  
Flea Market  
Drive-In  
JLS-1212

CITYTOWN  
McMOVIES  
LK5-3000  
VALIUM THEATRE  
KJS-0850  
CINE BFDIAM  
KK5-1050  
SUPER-8 MOVIES  
AND SHOE REPAIR  
JJS-6644

WRITER: CHARLIE KADAU

WHEN HE GETS IN A JAM,  
HE DOESN'T TURN TO JELLY.



JEFF BRIDGES  
**SMUCKER**  
THE MAN AND HIS PRESERVES

## NOT PLAYING

MAYBERRY  
GOBS O' MOVIES  
LKS-1777  
7-SEAT CINEMA  
JLS-8509  
LOWEST ASTOR  
PLAZA  
KK5-1111

© TRI-STAR

HOOVERTVILLE  
REDNECK DRIVE-IN  
KJS-2844  
POSTAGE STAMP  
SCREENTOWN  
LL5-4334  
MORRISTOWN  
PATERNAL TWIN  
JK5-1500

PETTICOAT  
JUNCTION  
ONEPLEX  
JJS-9000  
HOT UNCOMFORTABLE  
THEATRE  
KLS-6220  
MALVERNE MOVIES  
AND SPEED LUBE  
LJS-1690

**WHAT IS  
CONSTANTLY  
REACHING  
RECORD  
HEIGHTS?**

## HERE WE GO AGAIN WITH ANOTHER **MAD FOLD-IN**

"The sky's the limit" is the slogan we seem to live by nowadays. To find out where this is most true, simply fold page in as shown in the diagram.



A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



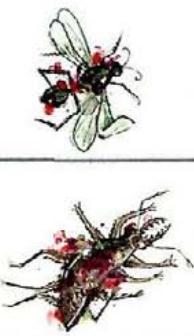
**WITH BLASTOFF APPROACHING AND THE CREW  
SNUGLY STRAPPED IN THEIR CAPSULE, A LOUDSPEAKER  
PROVIDES INSTRUCTIONS TO ALERT VITAL SERVICES!**

A ►

◀ B

# MAD BOOKMARKS

THIS SQUASHED  
BUG COLLECTION  
BELONGS TO:



WASP  
(*Vespa jucunda*)



HOUSEFLY  
(*Musca domestica*)



FLY  
(*Musca domestica*)



SPIDER  
(*Araneus gemmata*)



COCKROACH  
(*Periplaneta americana*)



MOSQUITO  
(*Aedes vexans*)

A MAD BOOKMARK

"DUG" ARTIST: DENNIS WUNDERLIN

WRITER: CHARLIE KADAU AND JOE RAIOLA

T  
H  
I  
S  
A  
B  
O  
O  
K  
M  
A  
R  
K  
Y  
O

UBLITHERRINGIDIO!

(Not An Eyechart!)

**WARNING!**

THIS BOOKMARK IS  
TO BE USED SOLELY  
FOR THE PURPOSE  
OF MARKING YOUR  
PLACE IN A BOOK! IT  
MAY NOT BE USED:

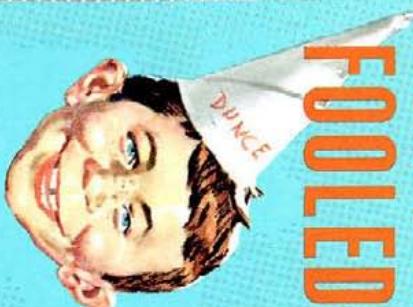
1. FOR WRITING  
DOWN PHONE NUM-  
BERS.
2. AS A SMALL,  
UNCONVENTIONAL  
SCARF.
3. FOR MAKING SPIT-  
BALLS.
4. AS A NON-NUTRI-  
TIOUS YET INEX-  
PENSIVE MID-DAY  
SNACK.
5. FOR PICKING  
YOUR TOES.
6. FOR PICKING  
YOUR TEETH (ESPE-  
CIALL Y AFTER PICK-  
ING YOUR TOES!  
YECCH!).



A MAD  
BOOKMARK

**DON'T BE  
FOLED!**

THE PERSON  
READING THIS  
BOOK ISN'T SMART  
ENOUGH TO HAVE  
READ THIS FAR  
ALREADY! HE  
ONLY PUT THIS  
BOOKMARK HERE  
TO IMPRESS YOU!



**IT'S A TRICK!**

A MAD BOOKMARK